

# INSTRUCTIONS FOR ADVERTISEMENTS VI I VILLA SWEDEN

This instruction for advertisement is available for downloading at:  
[www.viivilla.com/annonsmaterial](http://www.viivilla.com/annonsmaterial)

## Ads ready for print

We prefer printready pdf files, set with PDF version 1.6. When exporting from InDesign, the settings should be:  
Standard: PDF/X-4: 2010. Compatibility: Acrobat 7 (PDF 1.6).  
In older versions than InDesign 5.5, the settings should be:  
Standard: (None). Compatibility: Acrobat 7 (PDF 1.6).

## Images

Included pictures/logos must be in **high resolution** (300 dpi) in CMYK colors.

## Colors

Everything in the ad should be in **CMYK colors**. Please carefully check that all black text only contains black color. Black comprehensive areas should be mixed 100% black + 50% cyan for best result.

Please observe that Pantone colors automatically will convert to CMYK, often resulting in a loss of the original color tone in print.

Negative texts/frames/lines in colored pattern has a tendency to merge together. We recommend usage of minimum line width of at least 0,25 mm. The more colors used in the pattern, the stronger the tendency is for the texts/frames/lines to merge together.

## Color profiles

ICC-profiles can be downloaded from our website: [www.viivilla.com/annonsmaterial](http://www.viivilla.com/annonsmaterial)

Nationwide ads with blackplatechanges + regional ads sets in:  
**SC\_paper\_eci.icc**.

Cover pages + booklets + reply cards sets in:  
**ISOcoated\_v2\_300\_eci.icc**

Nationwide ads without blackplatechanges sets in:  
**PSRgravureMF.icc**

## Blackplate changes

Make a pdf with layers, where the color ad is named GROUND. The layers with address changes shall be named with letters for each region (see region letters on: [www.viivilla.com/vi-i-villa/priser](http://www.viivilla.com/vi-i-villa/priser)). **Blackplate changes may only contain 100% black color**. Blackplatechange layers containing more than one region, shall be named with letters for each region with a comma inbetween (example: ABn,ABs,C,T). You create the layers already in InDesign and export with above-written settings for pdf:s. When exporting, make sure to **choose Create Acrobat Layers** in the settings.

## Ad sizes

It's important that the ad is made with the exact ad format. Ads with bleed shall be made with **3 mm bleed** in all directions without crop/registration marks. Ads with bleed shall not have text closer than 5 mm from the cut format.

|                        |                         |
|------------------------|-------------------------|
| <b>1/8:</b>            | 89x59 mm                |
| <b>1/4:</b>            | 89x122 mm               |
| <b>1/2 vertical:</b>   | 89x249 mm               |
| <b>1/2 horizontal:</b> | 183x122 mm              |
| <b>1/1:</b>            | 203x273 mm + 3 mm bleed |
| <b>2/1:</b>            | 406x273 mm + 3 mm bleed |
| <b>Replycard:</b>      | 205x195 mm + 3 mm bleed |

## Sending your ad

To send your ad, upload it here: [www.viivilla.com/vi-i-villa/materialinlamning](http://www.viivilla.com/vi-i-villa/materialinlamning)  
or send it by e-mail to: [annons@viivilla.se](mailto:annons@viivilla.se)



## Checklist before sending your ad:

- ✓ Is your ad a full page or a spread? Don't forget the bleed (3 mm)!
- ✓ The ad should be delivered as a print ready PDF 1.6 file
- ✓ All images are CMYK
- ✓ All images are at least 170 ppi in 100% size
- ✓ All fonts are included or vectorized (paths)
- ✓ Don't let text on negative background be too small
- ✓ Black text should not be 4-color-separated