

DIGITAL ADVERTISEMENT REQUIREMENTS

Please find the below directions for preparing advertisements:

PROGRAMMS:

Quark Xpress
Adobe Photoshop
Adobe Illustrator

FILE REQUIREMENTS:

Stored as: TIF file
Colours: Cyan Magenta Yellow Black
Resolution for pictures: a minimum resolution of 300 dpi
Resolution for logos: a minimum of resolution of 800 dpi.

ATTENTION PLEASE!

To ensure the high quality for advertisements, the files shouldn't be compressed.
All fonts in the file (print and screen) must be converted into curves.

PROOF:

Pre-press proofs are mandatory to be attached to the CD-ROM, or send direct to:

Dorota Mazurek
UNIT Wydawnictwo Informacje Branżowe Sp. z o.o.
ul. Kierbedzia 4
00-728 Warsaw, Poland

CD-ROM:

CD-ROM with prepared ad please send direct to:

Dorota Mazurek
UNIT Wydawnictwo Informacje Branżowe Sp. z o.o.
ul. Kierbedzia 4
00-728 Warsaw, Poland

VIA FTP:

To send the ad via ftp server please use following address:
[ftp.tradebizz.pl](ftp:tradebizz.pl), user: qwerty; Password: 12345

**If you have any queries, kindly contact: dmazurek@unit.com.pl,
or tel. +48 22 32 01 504, we will be delighted to assist you.**