



# PACK

Marknadens  
www.packnet.se

## SPECIFICATION

# SUBMISSION OF ADVERTISEMENTS FOR PRINT

### ► FILENAME

File names must not include more than sixteen characters.

### ► FILE FORMAT

The files must be print-optimized PDF files, according to the newspaper's job option and ICC profile. See below\*

### ► COLORS & IMAGES

All colors in the document must be CMYK. RGB and Pantone colors will be converted before printing, which may result in some alterations to the color shades. The resolution of images should be at least 200 ppi.

### ► SIZE

Design the advertisement in the format ordered (width x height). Don't forget to extend your design to bleed area if necessary.

### ► PRODUCTION COST

Nordiske Medier is not responsible for materials dispatched in a manner which does not comply with these guidelines. Materials delivered in some other form must be processed by the production personnel, and a fee is charged to cover this additional production cost.

### ► DELIVERY OPTIONS

The advertisements are to be delivered by email or wetransfer.com. Material delivered by email should not be larger than 10MB. Folders containing files sent via email must be compressed. File names must not include more than sixteen characters.

#### Email or wetransfer.com:

annons.packmarknaden@nordiskemedier.se

### ► CONTACT

Peter Hall  
+46 706-64 66 44  
peter.hall@exakta.se

### ► ALLOCATION OF RESPONSIBILITIES

Nordiske Medier is not responsible for materials not received by the agreed delivery date. We invoice the advertiser for the additional work associated with handling materials that are not "print-ready." For general terms and delivery conditions see ALG 20, [www.grafiska.se](http://www.grafiska.se).



\*Download the correct job option and ICC profile at [www.packnet.se](http://www.packnet.se) and click on Annonsera.