TRAFIK FORUM

SPECIFICATION
SUBMISSION OF ADVERTISMENTS 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.trafikforum@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.

*Download the correct **job option** and **ICC profile** at **www.rt-forum.se** and click on **Annonsera**.

exaktacreative

Nordiske Medier
news to use – in business