

«THE OPTICAL DIRECTORY – 2020»

The yearly edition.

Circulation of 2500 copies.





TECHNICAL REQUIREMENTS

■ Colour advertisement

1. Advertising displays size:
 - 1 page – 140x200 mm (leave 5 mm for cutting);
 - 1/2 page – 65x190 mm or 130x95;
 - 1/4 page – 65x95 mm
2. Software used for display making: Adobe InDesign CS3, Adobe Illustrator CS3, Adobe Photoshop CS3.
3. Pictures with resolution of 300 dpi
4. Fonts set to curves or attached to advertisement display file.

■ Black-and-white advertisement

1. Display advertisement sizes:
 - 1 page – 140x200 mm (leave 5 mm for cutting);
 - 1/2 page – 65x190 mm or 130x95;
 - 1/4 page – 65x95 mm
2. Software used for display making: (Adobe Photoshop, Word, Excel – 2016)
3. Pictures with resolution of 300 dpi
4. Fonts set to curves or attached to advertisement file

Please send files through e-mail not larger than 20 Mb.

ATTENTION!

In case you have higher demands for colour definition, please kindly pass your advertisement file on transparent films alongside with colour proof. (140x200 mm (leaving 5 mm on each side for cutting.) Positive, emulsion down, 175 lpi).