Instructions regarding print advertising materials for Rakennuslehti

READY MATERIAL

- Ready material refers to a PDF file that contains all the elements needed for the advertisement: text, images, graphic elements and fonts. The ads must not have bleeds or crop marks. Ready materials will not be edited; they will be published as is.

DELIVERY OF READY MATERIALS

- After making a booking, you will receive an upload link through which you can send ready ads in PDF format to our material service until **noon on the Monday of the publication week**.
- The link will be sent by email to the person specified in the ad booking.

DELIVERY OF MATERIALS TO BE PREPARED

- After making a booking, you will receive an upload link through which you can send your script and the necessary material to our material service.
- The link will be sent by email to the person specified in the ad booking.
- A suitable script is a text file (Word) with the text content for the ad. Printable images and logos of a good quality are also needed. The minimum image resolution is 150 dpi, and logos should preferably be sent in vector format.
- **The material must be sent to us by noon on the Friday preceding the publication week.**

ADDITIONAL INFORMATION

For more information regarding the delivery of materials and the material requirements, please contact **printtitrafiikki@sanoma.com**.

TECHNICAL REQUIREMENTS

Front and back cover (coated paper)

IMAGES

- The optimal image resolution is 300 dpi, minimum 250 dpi, when the image is 1:1 in the layout software.
- Image colour values must be specified as process colours (CMYK).
- Black and white images must be in grayscale mode.
- Colour profile: PSO_LWC_Improved_eci.icc

COLOURS

- The maximum colour % is 300%. To achieve a darker black for wider colour areas, the recommendation is 100% black, 50% cyan, 40% magenta and 30% yellow.

Inner pages (newsprint)

IMAGES

- The optimum image resolution is 200 dpi, and the minimum is 150 dpi, when the image is 1:1 in the layout program.
- Always use CMYK colour scheme for newspaper ads.
- Black and white images must be in grayscale mode.
- The point increase of middle tones is about 26%, which means that middle tones should be considerably lighter, especially for black.
- Colour profile: SanomaNewspaperIFRA26.icc

COLOURS

- The colours used in a newspaper should be as pure as possible.
- Try to use only the black sub-colour for black.
- Choose your colours carefully and use them in a controlled way. Please bear in mind that the colour may look different in print than how it appears on the screen.
- Take into account the spreading of colour on paper and the colour registrations.
- Minimise the use of process colours when selecting colours. You can also find good colours by combining two process colours.
- Sub-colours (CMY): max. 2 sub-colours, and black if necessary.
- A third colour (CMY) introduces a staining component, which is why it is better to use black and, consequently, neutral grey to add depth to the colour.
- The total amount of overlapping printed colours must not exceed 220%.

BODY TEXT

- Avoid using negative text over a background or colour photo printed with several sub-colours > the minimum font size is 12.
- Place negative text on a solid colour background.
- Body text should be black. If the text is coloured, the minimum font size is 12. Use max. 2 sub-colours (CMY).
- Use layout software to create the text; do not use image processing software.

You can find more detailed instructions on materials here >