

POSTINEN – HOME DIRECT: SENDING ADVERTISING MATERIAL TO POSTINEN

ADVERTISING MATERIAL

AD sizes

- Page 1 (front cover): ad size 195 x 53 mm + 3 mm bleed on each edge.
- Page 3: ¼-page ad, size 105 x 148,5 mm + 5 mm bleed on each edge.
- Page 3: ½-page ad, size 210 x 148,5 mm + 5 mm bleed on each edge.
- Page 3: FULL page ad, size 210 x 297 mm + 5 mm bleed on each edge.
Activating button (a space for company logo on front page), size 28,7 x 6,5 mm, no bleed.
- Page 4 (back cover): **ONLY FULL PAGE AD**, size 210 x 257 mm + 5 mm bleed to left, right and to lower edge.

Pictures:

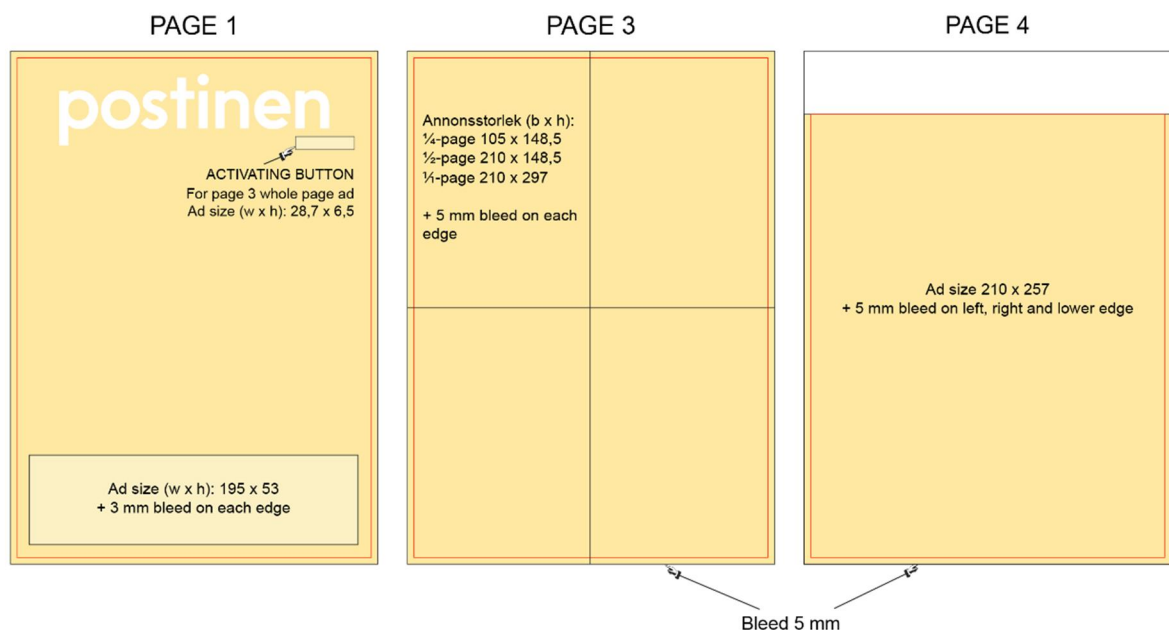
- REF: 300 ppi. If picture resolution < 150 ppi Hansaprint prepress system issues a warning when importing file.
- CMYK-conversion recommendable print profile: **PSO Uncoated ISO12647 (ECI)**.

File format

- REF: CMYK-format PDF-file.

File naming

- Filename must include both the delivery date of Postinen and company name: **deliverydate_companyname**. For example 250615_companyname.pdf or as open document 260615_companyname.zip
- The logo coming to Activating Button is named as follows: **deliverydate_companyname_logo**, for example 210316_companyname_logo.pdf
- REF: Avoid all special and Scandinavian characters.
Instead of word space always use underscore.



Material related Q&A

- Kristiina Rissanen kristiina.rissanen@hansaprint.fi
- tel +358 10 542 5846, mobile +358 50 317 5961

Ordering in Kontakti (Q&A)

- suora@posti.com
- tel +358 6000 1500, Mon-Fri 8 a.m. – 4 p.m.