

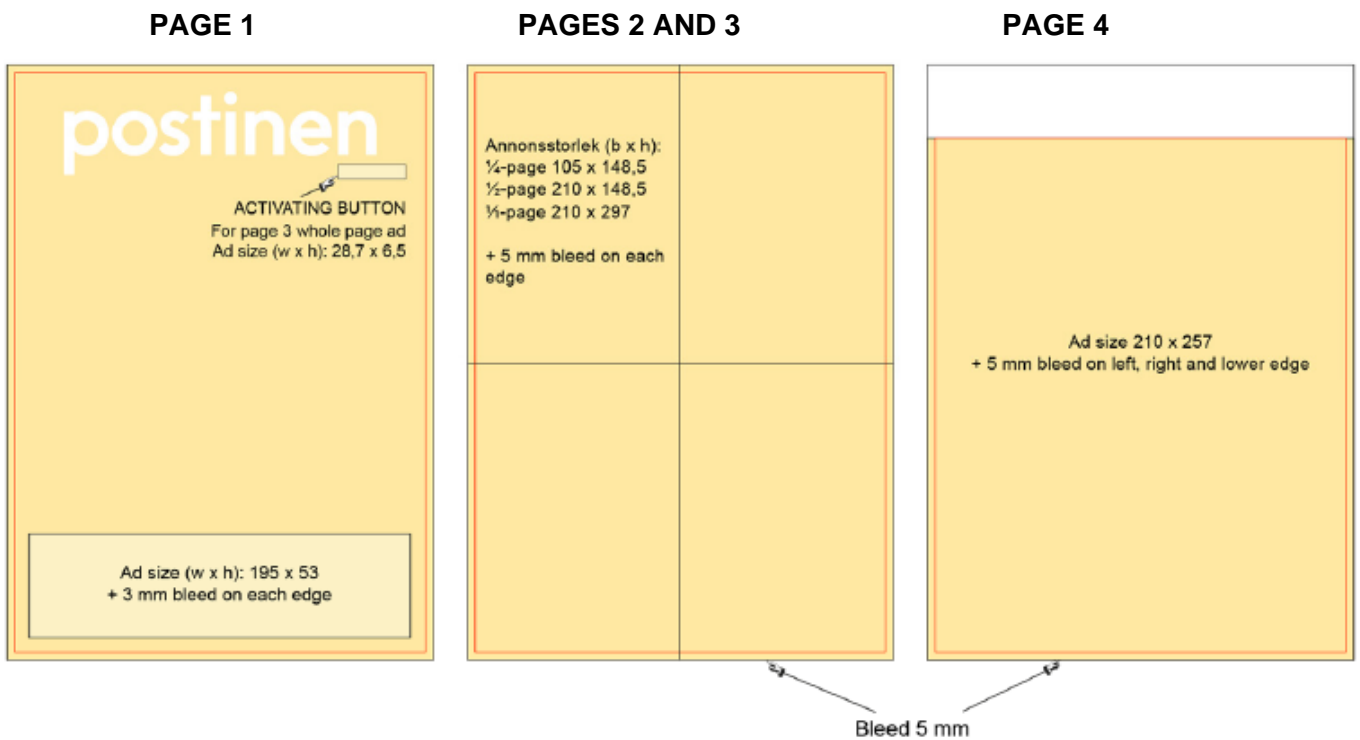
18.1.2018

SENDING ADVERTISING MATERIAL TO POSTINEN

ADVERTISING MATERIAL

AD sizes

- Page 1 (front page): ad size 195 x 53 mm + 3 mm bleed on each edge.
- Page 2 or 3: ¼-page ad, size 105 x 148,5 mm + 5 mm bleed on each edge.
- Page 2 or 3: ½-page ad, size 210 x 148,5 mm + 5 mm bleed on each edge.
- Page 2 or 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 page): ONLY FULL-PAGE AD, size 210 x 257 mm + 5 mm bleed to left, right and to lower edge.



Pictures

- REF: 300 ppi.
- CMYK-conversion recommendable print profile: **PSO Uncoated ISO12647 (ICC)**

File format

- REF: CMYK-format PDF-file.

18.1.2018

File naming

- Filename must include both the delivery date of Postinen and company name: **deliverydate_companyname**. For example 140218_companyname.pdf or as open document 140218_companyname.zip
- The logo coming to Activating Button is named as follows: **deliverydate_companyname_logo**, for example 140218_companyname_logo.pdf
- REF: Avoid all special and Scandinavian characters. Instead of word space always use underscore.

Questions concerning the materials

- Marko Haverinen marko.haverinen@ilmoitusvalmistus.fi
- tel +358 10 230 8557, mobile +358 50 410 4121

Questions concerning ordering at Kontakti web service

- suora@posti.com
- tel +358 6000 1500, Mon-Fri 8.00-16.00