

**DNES****LIDOVÉ NOVINY****Printing****Printing technology:** offset printing**Colour:** all pages in colour**Paper:** 45 g/m²**Raster:** 40 lines/cm, (100 lpi)**Shade value increase in mean values:** Black, cyan, magenta, yellow:

25 % ± 2 %

Dailies MFD and LN: each day except of Sundays and public holiday**Formats, type area, column widths****Type area size:** 285 mm x 435 mm - (width x height)**Number of columns:** 6; **Column width:** 45 mm;**Space between columns:** 3 mm**Number of columns / width in mm:**

1/45 2/93 3/141 4/189 5/237 6/285

Minimum size of advertisement in the advertising section: 15 mm

Printing is not possible to bleed.

Source materials for production in MAFRA a.s.

Halftone, high-quality BW or colour photographs. Halftone image originals with minimum resolution of 250 dpi at 1:1 size.

Source materials in electronic form**Data transfer:** via e-mail or FTP upon agreement: (<http://www.ifiles.mafra.cz>).**Source material:** PDF or PostScript files, composite, positive, with images and fonts included. Minimum resolution of 250 dpi.

Upon request, the Publishing House may present the customer a simulated printout on a newspaper sheet for colour proofs.

Formats advertisements

panoramic double page	600 x 435 mm
1/1 page	285 x 435 mm
Big corner (Junior page)	237 x 345 mm
1/2 page - portrait	141 x 435 mm
1/2 page - landscape	285 x 217 mm
1/3 page - portrait	93 x 435 mm
1/3 page - landscape	285 x 145 mm

Colour advertisements**Advertisements with 1 additional colour (2c)**

The additional colour must be defined in a composite PDF, PS or EPS file separated into CMYK.

Potential direct colours for 2c advertising:

Cyan (CMYK - 100/0/0/0), **Magenta** (CMYK - 0/100/0/0),**Yellow** (CMYK - 0/0/100/0), **Title red** (CMYK - 0/100/100/0),**Blue** (CMYK - 100/40/0/0), **Green** (CMYK - 90/0/90/0).

See Direct Colour Sampler MAFRA a.s.

Advertisements in full colour (4c)In the CMYK format. The file for RGB to CMYK transfer – the ICC profile of the printing machine (**ISOnewspaper26**) is at disposal on <http://www.mafra.cz/sluzby>.The sum of four colours must not exceed 240 % (in neutral grey), i.e.: **the total area coverage at any place must not exceed 240 %!**

By processing of colours, newspaper printing colour range specimen may be used.