

KYIV BUSINESS DIRECTORY

TEL/FAX: 496-4563 • WWW.KBD.UA

KYIV BUSINESS DIRECTORY SPECIFICATIONS FOR ADVERTISING

Ads can be submitted on CD/DVD disks or electronically. Sending layouts via e-mail, please stuff the files using RAR program (maximum volume size – 1Mb)

It is recommended to provide us with black and white prints or color proof of your advertising. If color proofs are not supplied, publisher will not be held responsible for color variations.

The **acceptable file formats** are:

- » bitmap files: TIFF (without layers), Adobe Photoshop EPS, 300 dpi resolution; CMYK; Ink Colors Eurostandard, Separation Type - GCR, Black Ink Limit 90%, Total Ink Limit maximum 300%, Dot Gain 15%.
- » vector files: Adobe Illustrator (EPS, AI) – please ensure that all fonts are converted to curves.

Pantone colors are not acceptable.

PageMaker and InDesign layouts as well as CorelDraw files are not acceptable.

All files must be **PC** formatted.

Layout preparation:

- » black fonts should include black color only (100K).
- » lines should not be less than 0.22 pt; reverse lines should not be less than 1 pt, thin lines should be restricted to one color.
- » text size should not be less than 6 pt; reverse text minimum size is 10 pt.

Please do not place any text or important parts of images closer than 5 mm to the cut edge and 10 mm to the binding edge.

Reproduction quality is at the advertiser's risk if any of publisher's requirements are not met or if materials are received after deadline.

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KYIV BUSINESS DIRECTORY ADVERTISING SIZES

Section: CITY GUIDE

Spread	290 x 210 mm (+4 mm on all sides for bleed)
1 page	145 x 210 mm (+4 mm on all sides for bleed)
1/2 horizontal	125 x 90 mm
1/3 horizontal	125 x 60 mm
1/4 horizontal	125 x 45 mm

Section: TOP LISTS

Spread	290 x 210 mm (+4 mm on all sides for bleed)
1 page	145 x 210 mm (+4 mm on all sides for bleed)
Business card	60 x 20 mm

Section: YELLOW PAGES

Spread	290 x 210 mm (+4 mm on all sides for bleed)
1 page	145 x 210 mm (+4 mm on all sides for bleed)
1/2 (5 columns)	125 x 90 mm
1/2 (4 columns)	99.5 x 113 mm
1/3 (3 columns)	74 x 101 mm
1/4 (5 columns)	125 x 45 mm
1/4 (4 columns)	99.5 x 56.5 mm
1/4 (3 columns)	74 x 76 mm
1/4 (2 columns)	48.5 x 116 mm
1/8 (5 columns)	125 x 22.5 mm
1/8 (4 columns)	99.5 x 28.5 mm
1/8 (3 columns)	74 x 38 mm
1/8 (2 columns)	48.5 x 58 mm
1/8 (1 column)	23 x 122 mm
1/16 (5 columns)	125 x 11.25 mm
1/16 (4 columns)	99.5 x 14 mm
1/16 (3 columns)	74 x 19 mm
1/16 (2 columns)	48.5 x 30 mm
1/16 (1 column)	23 x 61 mm

Map

single box	67 x 32 mm
double box	67 x 69 mm

Cover

single box	69 x 26 mm
double box	69 x 54 mm

Coupon

1 box	64 x 46,5 mm
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