

Technical parameters of print and tablet advertisements

Technical parameters of print advertisements

Advertisements ready for publication can be submitted to Central Médiacsoport Zrt. by:

- e-mail to hirdetes@centralmediacsoport.hu (max. size 7 MB)
- **Ftp server:**
Ftp server: **data.centralmediacsoport.hu**
- web: <http://centralmediacsoport.hu>
Username: kerighirdetes_upload
Password: olq29cg
When uploading to the ftp server, please send an e-mail to hirdetes@centralmediacsoport.hu!
- CD, DVD or PEN DRIVE

ADVERTISEMENTS READY FOR PUBLICATION SHALL BE SUBMITTED IN THE FOLLOWING FORMAT: ADOBE ACROBAT PDF/X-1A:2001, VERSION 1.3

Please make sure that:

- the PDF document is generated with Acrobat Distiller application, from a composite PostScript file, with 300 dpi resolution, total ink limit of 300%, using CMYK images and fully embedded or outlined/curved fonts and crop marks
- the final PDF file does not contain OPI information or opacity commands

If you send your advertisements ready for printing, please attach a color proof that shows the latest version of the material. Upon request we can prepare a digital proof, which shall be charged at a rate of HUF 6,000 +VAT per A4 page. If no proof has been submitted, Central Médiacsoport shall not be liable for any problems or complaints regarding colors of the print advertisement.

When designing your advertisement keep in mind that:

- texts in the file shall be converted to curves (outline, curve)
- overprint and knock-out settings have to be correct
- the text layer shall be brought to front if the material has been prepared with InDesign application
- Photoshop eps/tif/jpg files have to be flattened, CMYK, with resolution of at least 300 dpi, and JPG files shall be saved with "Maximum Quality" setting in order to minimize distortion of smaller fonts and thinner lines.
- no CIDtype 2 fonts shall be used
- currently available print technology may limit design solutions (different paper qualities, fluctuations in color, slight movement of crop marks, inverted small graphic elements, font size, black text shall be on black plate only, avoiding the use of direct colors)
- CorelDraw files are not acceptable

Other requirements related to bleed box:

- For perfect bound magazines a 5 mm extra margin shall be left to ensure proper positioning of content
- Avoid any useful content within 8 mm of the crop line
- Crop marks, bleed marks and color bars should be outside the bleed area
- Allow a 5 mm extra margin (bleed) on each side

Submission of Inserts

When sending Inserts to the delivery address, please clearly indicate the following information on the Delivery Note: name of the magazine, issue number, name of insert, and number of copies. If any of the above information is missing, acceptance of delivery of the advertising materials shall be refused.

Please observe deadlines for submission of materials for all of our magazines.

IF THE SUBMITTED ADVERTISEMENT MATERIAL DOES NOT COMPLY WITH THE ABOVE REQUIREMENTS, CENTRAL MÉDIACSPORT SHALL NOT BE HELD LIABLE FOR THE QUALITY OF THE PUBLISHED ADVERTISEMENT.

TECHNICAL PARAMETERS OF SPECIAL SECTION (S.A.S.) AND OTHER SPONSORED CONTENT

Materials that require further processing can be submitted by:

- e-mail to magazinszponzoracio@centralmediacsport.hu (max. size 7 MB)
- **FTP server** at <http://data.centralmediacsport.hu/>
Username: kerighirdetes_upload
Password: olq29cg
When uploading to the ftp server, please send an email to magazinszponzoracio@centralmediacsport.hu
- bringing/sending in a CD, DVD or PEN DRIVE

For further information about the materials you need to submit, please send an email to magazinszponzoracio@centralmediacsport.hu.

Background text material: in MS Word format

Photograph, logo, other graphic elements: 300 dpi jpg, tiff, or eps file

Technical parameters of tablet advertisements

MATERIALS TO SUBMIT

Static 1/1-page:

image format, 1536x2048 pixels (retina size)

Static 1/1-page PR:

1/1-page creative: image format,
1536x2048 pixels (retina size), with text on top

Dynamic 1/1-page:

If picture gallery and video is placed on an existing 1/1-page creative:

1/1-page creative: 1536x2048 pixels (retina size)
Picture gallery: up to 10 pictures of 1536x2048 pixels or larger
Video: 640x480, 2 mbps, .mp4, max 15 MB

If submitted materials are not ready and require further processing, the following requirements apply:

1/1-page creative: graphics and text elements required for the advertisement (to be discussed)
Picture gallery: up to 10 pictures of 1536x2048 pixels or larger
Video: 640x480, 2 mbps, .mp4, max 15 MB

Dynamic 1/1-page PR:

If picture gallery and video is placed on an existing 1/1-page creative:

1/1-page creative: 1536x2048 pixels (retina size)
Picture gallery: up to 10 pictures of 1536x2048 pixels or larger
Video: 640x480, 2 mbps, .mp4, max 15 MB
Text of article: up to 2,000 characters

If submitted materials are not ready and require further processing, the following requirements apply:

1/1-page creative: graphics and text elements required for the advertisement (to be discussed)
Picture gallery: up to 10 pictures of 1536x2048 pixels or larger
Video: 640x480, 2 mbps, .mp4, max 15 MB
Text of article: up to 2,000 characters

Interactive 1/1-page advertisement

To be discussed on a one-off basis.

HOW TO SUBMIT:

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- e-mail to hirdetes@centralmediacsport.hu (max. size 7 MB)
- **Ftp server:**
FTP server: **data.centralmediacsport.hu**
web at <http://data.centralmediacsport.hu>
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- bringing/sending in a CD, DVD or PEN DRIVE

IF THE SUBMITTED ADVERTISEMENT MATERIAL DOES NOT COMPLY WITH THE ABOVE REQUIREMENTS, CENTRAL MÉDIACSOPORT SHALL NOT BE HELD LIABLE FOR THE QUALITY OF THE PUBLISHED ADVERTISEMENT.

HOW TO SUBMIT MATERIALS RELATED TO SPECIAL ADVERTISING SECTION (S.A.S.) AND OTHER SPONSORED CONTENT

Materials that require further processing can be submitted by:

- e-mail to magazinesponsoracio@centralmediacsoport.hu (max. size 7 MB)
Ftp server:
FTP server: **data.centralmediacsoport.hu**
web: <http://data.centralmediacsoport.hu/>
Username: kerighirdetes_upload
Password: olq29cg
When uploading to the ftp server, please send an email to magazinesponsoracio@centralmediacsoport.hu
- bringing/sending in a CD, DVD or PEN DRIVE

For further information about the materials you need to submit please send an e-mail to magazinesponsoracio@centralmediacsoport.hu.

Background material: in MS Word format

Photograph, logo, other graphic elements: 300 dpi jpg, tiff, or eps file