



TECHNICAL REQUIREMENTS FOR ADVERTISING

WEB BANNERS FOR NAIS-RUSSIA.COM

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WEB BANNERS FOR E-NEWSLETTERS AND E-SHOTS

- 620 x 100 px or 300 x 200 px
- .JPG / .PNG
- Up to 100 kb
- 1 px contrast to the white background frame (included to the dimensions)
- Link to the needed page

INDIVIDUAL E-SHOTS

- [Download .PDF](#)

NEWS IN THE WEBSITE/FACEBOOK FEED

- Text up to 1500 char. with spaces
- Logo in .JPG / .PNG
- Horizontal pictures of product, service, up to 1 Mb
- Content: company description, description of the product/ service which will be represented at the stand, stand #
-

PRINTED CATALOGUE

Deadline for info and artwork: before 30.12.2019

Logo next to the description

- .EPS/AI + preview in .JPG/PNG

Advertising

- 167 x 242 mm + 5 mm
- Format: AI, EPS, TIF
- Color scheme: CMYK
- Resolution: 300 dpi
- All fonts should be converted to curves

Product description

- 300 char. with spaces
- 1 or 2 pictures, up to 1 Mb each

NEW COMPANIES LEAFLET

- Company/product description 300 char. with spaces
- 1 picture up to 1 Mb
- Company name
- Stand number

ONSIGHT ADVERTISING CONSTRUCTIONS

Deadline for artwork and information: before 20.01.2020

Octanorm 1x2,9 m

Tritex 2x2 m

- Formats: TIFF, EPS, AI, CDR, PSD
- Technical file + preview in JPEG or PDF

- Color scheme CMYK 8 bits
- Scale 1:1
- Resolution: 72 пикс/дюйм
- Max. weight up to 150 Mb
- File should not contain extra alpha-channels and paths. All layers should be combined in one - Background
- All fonts and vector elements in PSD should be rasterised.
- ICC profiles are ignored. ICC profile introduction can lead to color change in the printing process.
- If there are raster images, they should be converted into CMYK 8 bits