

TECHNICAL REQUIREMENTS FOR ADS

GENERAL

All ads must have a frame according to the specified dimensions.

We only accept the following electronic formats (ready ads, logos, images)

Macintosh format, QuarkXPress 4.04 or earlier (all fonts used in the ad must be supplied). All images, logos etc. must be supplied in EPS or TIFF formats at a resolution of 300 dpi.

EPS format from Adobe Illustrator (8.0 or earlier) or export from Corel Draw to Adobe Illustrator (ai). In any case text should be in curves/outlines.

All pictures should have resolution 300 dpi and 100% scale.

COLOR USAGE (only on the first and last pages if possible)

Your ad may contain "cyan" 0%-100%.

IMPORTANT!

We DO NOT accept the following formats:

COREL DRAW, MS WORD, POWERPOINT, ADOBE PAGEMAKER, PDF!

We also DO NOT accept ready ads on film.

ENGLISH TEXTS

If you are unsure of how to translate or write a text in English, we offer the services of our copy editors. Texts may be sent to fax: 232-9284 or e-mail: 1@imedia.ru.

METHOD OF FILE DELIVERY

ZIP 100, CD

E-mail: 1@imedia.ru (Display ads)

2@imedia.ru (ads for Job Opportunities)

3@imedia.ru (ads for Real Estate, Classifieds, Mini Guide)

MATERIAL CAN BE DELIVERED TO THE FOLLOWING ADDRESS:

Ad Design Department: 3 Polkovaya Ul., Bldg. 1, Moscow.

For further information please call the Ad Design department of The Moscow Times by telephone (495) 232-4774 or by fax (495) 232-9284.