

Technical specifications for SvD

2010



Getting good printing results

In order to guarantee insertion of the advertisement on the agreed date, the material must be delivered to Svenska Dagbladet in a format compatible with our workflow and 3 working days before insertion.

Annonsfakta

File Type

The files should be sent to us either in the EPS or PDF format.

The PDF should be version 1.3

Images in the advertisement should be included as high resolution EPS or PDF files.

The ideal resolution is 200 dpi and should not be lower than 150 dpi.

File size

The advertisement should be produced in exactly the same size as the booked area.

All sizes for Svenska Dagbladet are given in width x height.

Colours

All colours in coloured advertisements should be created in CMYK.

The midtone dot gain is 20%

Fonts

TrueType fonts are **not** accepted as they can cause problems in the printing process

All fonts should be included in the EPS/PDF file.

Type reversed on a coloured background should not be less than 12 points.

File names

The file should be named with the booking number, advertisers name and date of insertion e.g.

121354_advertiser_12-06-07.pdf.

If you don't have access to the booking number you should name the file with the name of the advertiser and the insertion date e.g. advertiser_12-06-07.pdf. Avoid using slashes (/) or spaces in the file name.

Postal address

Svenska Dagbladet

Annonservice

105 17 Stockholm

Send files to FTP client

Address: <ftp.svd.se>

User name: **annonsor**

Password: **tiger**

Webb browser

Address: www.svd.se/eng

SVENSKA DAGBLADET

Technical information

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SvD