

# DIGITAL SUBMISSION OF ADVERTISEMENTS

## ► FILENAME

Label the advertisement with advertisers name, magazine and issue. File names must not include more than sixteen characters.

## ► FILE FORMAT

**Submit a print-ready PDF.** If not, an additional production cost will be charged.

## ► COLORS

**All colors in the document must be CMYK.** If not, we will change the colors prior to printing, which may result in some alterations to the color shades.

## ► IMAGES

**All images must be high resolution (300dpi) and CMYK. Maximum ink weight is 300%.**

## ► SIZE

Design the advertisement in the format ordered (width x height). Remember to include bleed if required.

Download the correct **joboption** and **ICC profile** at [www.chemicalnet.se](http://www.chemicalnet.se) and click on **Annonsera**.

## ► ALLOCATION OF RESPONSIBILITIES

Mentor Communications is not responsible for materials not received by the agreed delivery date. We invoice the advertiser for the additional work involved when handling materials which are not "print-ready."

## ► PRODUCTION COST

Mentor Communications is not responsible for materials dispatched in a manner which does not comply with these guidelines. **Materials delivered in some other form must be processed by the production personnel, and a charge is made to cover this additional production cost.**

## ► DELIVERY OPTIONS

The advertisements are to be delivered by FTP, email or on a CD. Material delivered by email should not be larger than 10MB. Folders containing files sent via FTP or email must be compressed. File names must not include more than sixteen characters.

**WEB:** ftp.brunmedia.se:8000

**FTP:** ftp.brunmedia.se

**USERNAME:** kv

**PASSWORD:** mentorhbg

**EMAIL:** annons.kemivarlden@mentoronline.se

Inform us when the material is transferred.

## ► CONTACT

Lars Bille  
 +46-(0)42-400 83 04  
 lars.b@brunmedia.se

### Address for delivery of material:

Brun Mediaproduktion AB  
 Att Lars Bille  
 Ekslingan 10  
 SE-254 67 Helsingborg  
 Sweden

