

MAKING OF ADVERTISEMENTS

Dates, formats:

Orders for advertisements should be made **30 days before the month of appearance**. After that, please send NORMAL advertisements and CLASSIFIED ADVERTISEMENTS ready for press to our editorial office in **.jpg** and **.eps** format (**.pdf-**, **.bmp-**, **.tif-** formats are also possible **along** with the others), at latest **2 weeks before the coming out of the issue**. **RÁDIÓTECHNIKA** is published **on the first day of every month**.

The **.jpg** and **.eps** formats (etc.) are known by the most prevailing graphic and publication editor programs, and in this case there are no font-problems.

We emphatically call the attention of our honoured clients to the fact, that **advertisements files (containing graphics, pictures) made by WORD..., OFFICE..., etc. SCREEN EDITOR programs CAN NOT BE HANDLED by the print, please do not send documents of these kind!**

The effectuation of normal CLASSIFIED ADVERTISEMENTS takes place at us.

Technical parametres:

We reported the **dimensions** of NORMAL advertisements for the two issues and for the yearbook of Rádiótechnika in the conditions of advertisements. Our issues are published with a typesetting of 3 columns/page. The sizes of the columns are: 1 column is 54 mm, (2 columns are 115 mm, we do not use it for normal advertisements) and 3 columns are 176 mm wide.

Cut sizes for final advertisements: RÁDIÓTECHNIKA 202 mm (width) X 285 mm (height),
YEARBOOK OF RÁDIÓTECHNIKA 202 mm(w) X 270 mm(h),
HOBBY ELEKTRONIKA füzetek 202 mm(w) X 270 mm (h)

On inner pages and on covers: **grid number 60, 4 colours (C+M +Y+K)**

Paper types used for printing: **ON INNER PAGES:** Rádiótechnika and Hobby Elektronika
füzetek: **80gr/m² shiny enamelled paper**
ON COVERS: Rádiótechnika: **150gr/m² shiny enamelled paper**
Hobby Elektronika füzetek and Rádiótechnika
Yearbook: **250gr/m² japaned cardboard**