

## DTP studio

We offer complete prepress preparation, from the graphic design to final CTP. Services include simple designs of business cards, leaflets or advertising as well as creation of complete layouts of user manuals or magazines or graphic manuals. Thanks to the co-operation with our printing house, we are able to reach high quality at short time in every of our order. We are also able to produce created prints at reasonable prices, even in small quantities at our digital printer, successive book-binding included.

Manager: Ing. Roman Zavřel  
tel.: +420 545 222 778, e-mail: zavrel@ccb.cz



[www.ccb.cz](http://www.ccb.cz)

## Printing house

Printing house with complete printing and bookbinding production of magazines of CCB publishers was created in 1992. Continuous updating of our machinery is done according to current trends in printing trade. Our production comprises magazines, books, catalogues, leaflets and posters, post cards, calendars, and also labels. Thanks to three-shift working, we are able to produce even a rather difficult order, book-binding included, in a record short time.

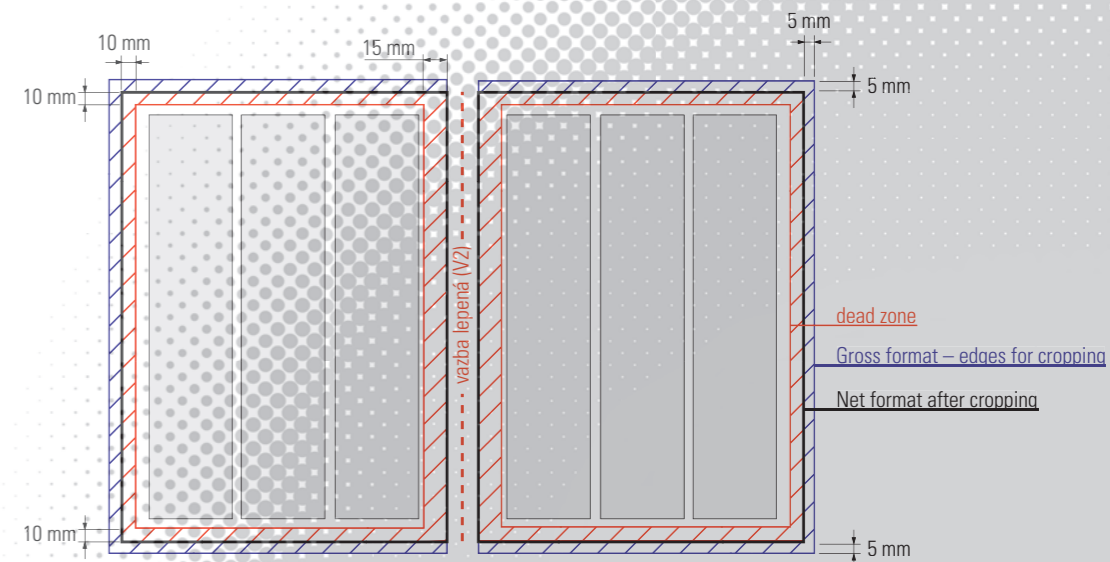
Manager: Ivan Šuba  
tel.: +420 545 222 585, e-mail: suba@ccb.cz



## Webservis

Webservis creates simple internet presentations as well as complex portals with e-shops, editorial systems and many other dynamic components. The creation of every project is realised individually, from the works done on the basis of the clients imaginings to the complex solution itself, graphic design and structure of web presentation included. Webservis secures for its clients all related technical activities (webhosting, mailhosting, domain registration) and also production of other electronic advertising materials (CD/DVD presentations, company newsletters)

Manager: Ing. Martin Konečný  
tel.: +420 545 222 775, e-mail: webservis@ccb.cz



## Specifications and trading conditions of advertising

The aim of this page is to provide enough information for employees, who are responsible for creation of source materials for ordered advertising. Give your attention, please, to the following information. The observance of those will allow our readers to experience the genuine and excellent pleasure, when reading your advertisement and will grant us pleasant feeling, that our work has been done precisely.  
*We look forward to your materials.*

### Contact us

Further information as far as the specifications of source materials are concerned could be obtained at phone number 545 222 778 or e-mail address studio@ccb.cz

### Most frequently made mistakes

**Wrong size** – size of advertisement provided does not match with the sizes in advertisement size table in the editorial plan. Advertisement prepared up to the edge of the page does **not have bleed**

**Dead zone are not observed**, the advertisement looks unsuccessful after cropping. Text on the edge of the advertisement is cropped, or all missing at all.

**The font chosen for tiny inverse text is improper**. If you chose serif font smaller than 5 points, during printing colour could leak the serifs and text is illegible then.

Files provided contain **pantone colours**. It is dangerous, because objects coloured with pantone colours will not be printed.

**Preview PDF** – you have sent PDF file intended for correction via e-mail to the DTP studio. These files are small and have very low quality (toothy) pictures. Attention: when viewing on the monitor could those be omitted very easily.

Do not use **pictures from web** presentations in your advertisements. They look quite satisfactory on the monitor, but after transferring into press resolution they are small and will be printed toothy. You will not get better result, even if you change sizes and resolution.

You have forgotten to convert **the pictures** used in your advertisement from the **RGB** colours. In better case, the picture would be printed in colour, but the colours will not match your intention. In worse case, they will be printed in black and white.

If you **do not convert fonts to curves**, there will be nonsensical marks in your advertisement and it will be illegible.

Do not use **thin lines** (thinner than 0,1 mm). Those lines may not be printed properly.

According to the nature of the coloured area in the advertisement, make sure, that **the overprint of black objects** is set properly.

### Advertising completely prepared in electronic form

Check the advertising size according to the advertising sizes table for particular magazine. Respect dead zone. Do not use pantone colours (fifth colours). For inverse text (white text on black background) use bold and san-serif fonts.

### How to prepare EPS files

Attach used font files ATM (.PFB + .PFM) or TrueType (.TIF), alternatively spread used fonts into curves. If you are using Macintosh platform, always spread used fonts into curves a do not send font files. Pictures in resolution 300 dpi (120 dpc) in CMYK. Create the advertising in 1:1 scale. Generate EPS file with option Postscript level 1. Do not forget to attach preview PDF (generated with option screen optimised or e-book)

### What has the PDF file to fulfil

Composite CMYK (unseparated, in Acrobat shown in colour). Crop and registration marks included. CMYK pictures used, 300 dpi, 1:1 scale. Generated with option Press optimised (in Czech acrobat "commercial printing").

**Other files format**, not specified in this document (QXD, INDD, AI, CDR, JPG, TIFF and others), please consult with our DTP studio.

### Advertising to be created in DTP studio

Do not forget the advertising design where single used component will be drawn – logos, text and pictures. Provide us with the graphic manual of the logo (method of usage and variations of your logo)

**Texts** – electronic, plain, in character set for Windows, file extensions .DOC, .RTF, .TXT

**Vector images** – in .AI, EPS, .CDR formats. Other formats could be used as well when stipulated. Attach used font files ATM (.PFB + .PFM) or TrueType (.TIF), alternatively spread used fonts into curves. If you are using Macintosh platform, always spread used fonts into curves a do not send font files.

**Raster images** – do not resize and resample and do not use colour spaces conversion. Pictures in 1:1 scale, resolution 300 dpi (120 dpc). Save pictures in .TIFF or .EPS format (without JPG compression). If you use JPEG (JPG) format, choose minimal compression, which corresponds to the maximal picture quality. Use colour spaces LAB, RGB, CMYK. Do not use index colours. Refrain from using text in raster images. When printed, the raster picture is clearly worse (toothy edges, if you use coloured background, white links could appear around characters).

### Advertising could be sent

**By mail** to the particular editor's office on CD, DVD, Flash disk, ZIP 100 MB.

By copying to our **FTP** server. For connection details ask the particular editor's office. Before copying to our FTP server pack the files into one of following formats – ZIP, RAR, ARJ. If you work with the Macintosh platform please use only STUFFIT programme. Please inform particular editor's office by sending an e-mail after copying has been done successfully.

### Specification a trading conditions supplement

The client agrees with printing of the advertising from materials provided, without any correction, in magazines of CCB publishers. Correction could be ordered separately. The client is liable for stylistic and objective accuracy of materials provided for services paid (especially photos, texts, logos, illustrations) and declares, that he has obeyed all copyrights of those materials provided according to the Copyright act 121/2000 Coll. on the amendment of certain laws. In case, that the client has not obeyed the copyrights, the liability for all consequences is at the client. When cancelling the advertising order after the closing date a cancellation fee of 100% of advertising price will be charged. Advertising prices do not include VAT.

By sending the materials for publicising, the client agrees to these specifications and trading conditions.