

Technical specifications to the advertisement in «Pharmacoeconomics: theory and practice» journal

* **ADOBE ILLUSTRATOR** (up to CS6 inclusive), with embedded bitmaps, and fonts in curves. Files in EPS, designed in non - Adobe Illustrator, should be opened and saved in Adobe Illustrator (up to CS6 inclusive, without compression). Delete all unused information in file.

* **ADOBE INDESIGN** (up to CS6 inclusive) with the mandatory application of all used fonts and images in the layout.

* **ADOBE PHOTOSHOP** (up to CS3 inclusive) – only for photos and graphic layout (without the text). All unused colors, layers, paths and channels must be removed.

* **CORELDRAW** (up to X4 inclusive), with embedded bitmaps, and fonts in curves. Effects DropShadow, Transparency, GradientFill, Lens, TextureFill и PostscriptFill should be converted to Bitmap CMYK 300 dpi.

Layout 210x297 trim, 220x307 before trimming

From text to image edge should be 15 mm