

The logo for KAHOH, featuring the word "KAHOH" in a white, serif font on a red rectangular background.

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www.KanonSeattle.com — Russian Monthly Magazine  
www.KanonUSA.com — Advertising Agency KANON INC.

## **REQUIREMENTS**

### Russian Monthly Publication "KANON"

#### **General requirements to the files**

1. All files must be packed (the following archive programs can be used – ZIP, ARJ, RAR for PC).
2. The final versions of the materials can be prepared in one of the following software packages formats:  
Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop.  
Corel Draw
3. You may give us PDF, TIFF, EPS, PSD
4. It is not acceptable to use OLE-components in the files.
5. When preparing the file, you should use the Grayscale or CMYK color models. PLEASE NO RGB  
The duotone colors (Pantone and the like) should be prepared as CMYK equivalents.  
It is necessary to enclose a printout (hardcopy).

**Attention! Using another models but CMYK and Grayscale (such as LAB and so on) will result in deterioration of print quality. In this case accuracy of the color rendering is NOT GUARANTEED! Be careful!**

#### **Requirements to Adobe InDesign files**

1. It's necessary to enclose fonts (PS Type 1, True Type) which are used in the file. Using the Multiple Master Fonts is inadmissible!
2. Files for advertisements with size less than full page should be prepared on a PC platform.
3. Images used in the publication must meet the general and particular requirements.

#### **Requirements to Adobe Illustrator files**

1. The acceptable file format is EPS (with ASCII encoding) + Preview.
2. Text information contained in the files should be presented in graphic.

#### **Requirements to CorelDraw files**

1. The acceptable file formats are CDR or CMX.
2. Text information contained in the files should be presented in graphic

#### **Requirements to raster (halftone) images**

1. The acceptable file formats are TIFF; EPS (with ASCII encoding + Preview, DCS color).
2. Ready images cannot include additional channels.

If you have a question, feel free to contact our specialist [art@kanonseattle.com](mailto:art@kanonseattle.com)