


Deadlines


Material Deadline

27.3
26.7
22.11

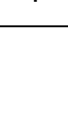


See page 45; Production specification.

Ad sizes

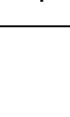


1/2 page

A large red rectangle occupies the bottom half of the page, visually representing the fraction 1/2.

158x111 mm

1/4 page

A square is shown, divided into four equal quadrants by a horizontal and a vertical line. The bottom-left quadrant is shaded red, representing 1/4 of the square.

76x111 mm

170x190 mm
+ 5 mm bleed



Tax Free/Xprice magazines

With three different magazines you can better reach your target group.

Best offers, Seasonal Tips, Novelties and Viking Club offers, shopping hints for all and everyone.

The Cinderella/Rosella edition also contains Tax Free Price list.

Issue dates: May 1, July 1, September 1, November 1, December 23, February 17

Distribution: Tax Free Shop and cabins.

Ad size:

Front cover 210 x 205 mm + 5 mm bleed

1/1 page/back cover 210 x 297 mm + 5 mm bleed

1/2 page 210 x 148,5 mm + 5 mm bleed

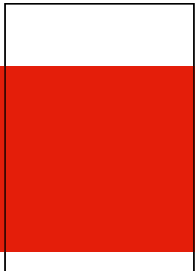
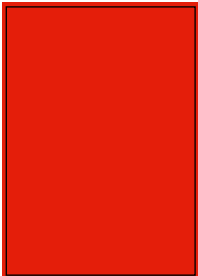
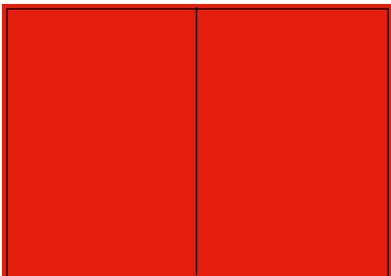
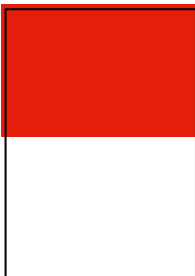
Deadlines

Issues 2019-2020	Material deadline	Issue date
May-June.....	22.3.....	1.5
July-August.....	24.5.....	1.7
September-October.....	26.7.....	1.9
November-December.....	26.9.....	1.11
January-February.....	15.11.....	23.12
February-April.....	10.1.....	17.2



Ad sizes

Tax Free, Xprice magazine

Front cover	1/1 page/ back cover	Spread	1/2 page
			
210x205 mm + 5 mm bleed	210x297 mm + 5 mm bleed	420x297 mm + 5 mm bleed	210x148,5 mm + 5 mm bleed

Note!

Logo or text should be placed about 10 mm from the middle of the spread.

Product pictures not to close to centerfold.

Ad with one product; leave 55 x 55 mm space for price communication.

If two products leave 100 x 55 mm space.

See page 45; Production specification.





Production Specification

Advertisement

File format: PDF

Color Space: CMYK (No Pantone)

Resolution: 300 dpi

ICC-Profile: PSO_LWC_Improved_eci.icc (FOGRA 45)

File name: Brand_Product_Size_Issue (ex Koskenkorva_2010x297_TFM.pdf)

Pack Shot

File format: JPEG

Color Space: Adobe RGB

Dimensions: 1920x1920 px

ICC-Profile: PSO_LWC_Improved_eci.icc (FOGRA 45)

White background

No shadows, no reflections

Please do not send a packshot with pantone-colors

Use clipping path to lay bare images.

Video

File format: MPEG-4, WMV, AVI

Resolution: minimum 1920 x 1080 pixels

Length: 15 seconds

Sound: yes

Logotypes

Vector format

All text should be outlined

All images should be embedded



Alarm Gates

Dimensions: 315 x 1090 mm, 330 x 1032 mm and 163 x 1040 mm

Resolution: 150 dpi minimum

Delivery of material

Adverts and video films

Files up to 20 mb can be sent by email to:

media@vikingline.com

Larger files, over 20mb can be sent by email to:

media@vikingline.com using WeTransfer (www.wetransfer.com)

Lightbox transparencies

They should be packed individually and marked with name of the ship.

Viking Line Abp

Tax Free

Norragatan 4, PB 166

AX-22101 Mariehamn, Åland Finland

POS material

The shipments directly onboard needs to be marked with senders company name for customs purposes, receivers name and department onboard.