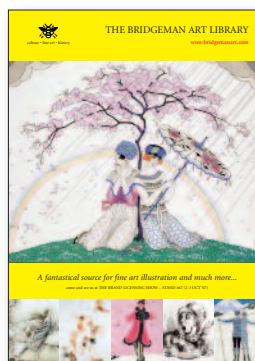


Mechanical specification for the Art & Design section

THE LICENSING
SOURCE BOOK EUROPE



Page width: 148.5mm (bleed 151.5mm)

Page depth: 210mm (bleed 216mm)



Non Bleed Advertisements:

If you decide to do a non-bleed advertisement and instead do it as a Full Page Inset Advert the sizes are:
129.5mm wide
188mm deep

Design warning:

As this book is perfect bound it is possible that text on bleed adverts taken too close to the inner edge may be lost in the fold

SPECIFICATIONS:

We would prefer the copy to be supplied as a high-res **CMYK** pdf.
Files in all major applications - Quark, InDesign, Adobe Illustrator, Freehand - are acceptable but must be accompanied by any fonts and picture links used.
ALL ARTWORK MUST BE FLATTENED.

IMAGES:

4-colour images should be **CMYK**, with a resolution of at least 300dpi at the size used in the page make-up application.
Mono images should be at least 300dpi at the size used in the page make-up application.
Bitmap images should be at least 1200dpi at the size used in the page make-up application.
Press-ready, single file rasterised documents, including Tiff, jpeg, and EPS formats should be at least 300dpi and **CMYK, ALL ARTWORK MUST BE FLATTENED.**

Supplied PDF files should conform to "Pass for Press 5 or 6" industry standard.
Any pdfs not conforming to this specification must be flattened, with embedded images reaching the specifications noted above, all fonts must be **EMBEDDED.**

Any artwork files or images **MUST NOT CONTAIN TRANSPARENCY.**
Any type should be kept at least 5mm from any trim edge to safeguard against being trimmed off.

**If you have any problems please do not hesitate to contact Ian Hyder on:
0207 7006740 / ianh@max-publishing.co.uk**