

Mechanical specification for advertisements to appear within the editorial section



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 for 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