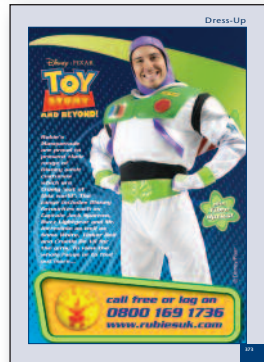
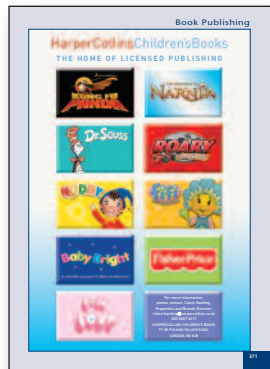


Mechanical specification for Licensee section

FULL PAGE INSET ADVERT



188mm deep

Bedding

zap. creativity
sparked by
consumers

Zap means licensed products at their very best, not only because of our years of experience, but also because we listen to what kids and parents really want.

This means our partners gain advantage and maximise sales, by producing more relevant, innovative and exciting consumer-led products, unlike anything else in the market place.

"I dream of adventures in space"
(Peter age 4)

For information on how we can help you, please contact:
Andrew Downie on 01257 230044
or Email: andy@zapltd.co.uk

Zap Ltd
Character House, Drumhead Road,
Chorley North Business Park,
Chorley, Lancashire, PR67DE
www.zapltd.co.uk

369

129.5mm wide

There are no constraints regarding the design and use of type faces for adverts in this section, this is only limited by your imagination.

Choice of border colours will be left to our designers.

Please note there is no bleed as the advertisements are dropped on to a grid

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