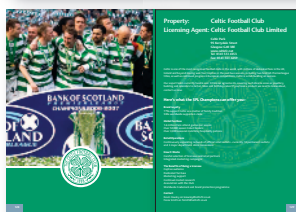
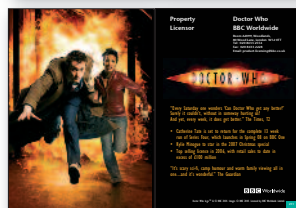


# Mechanical specification for a property spread in the Licensor section

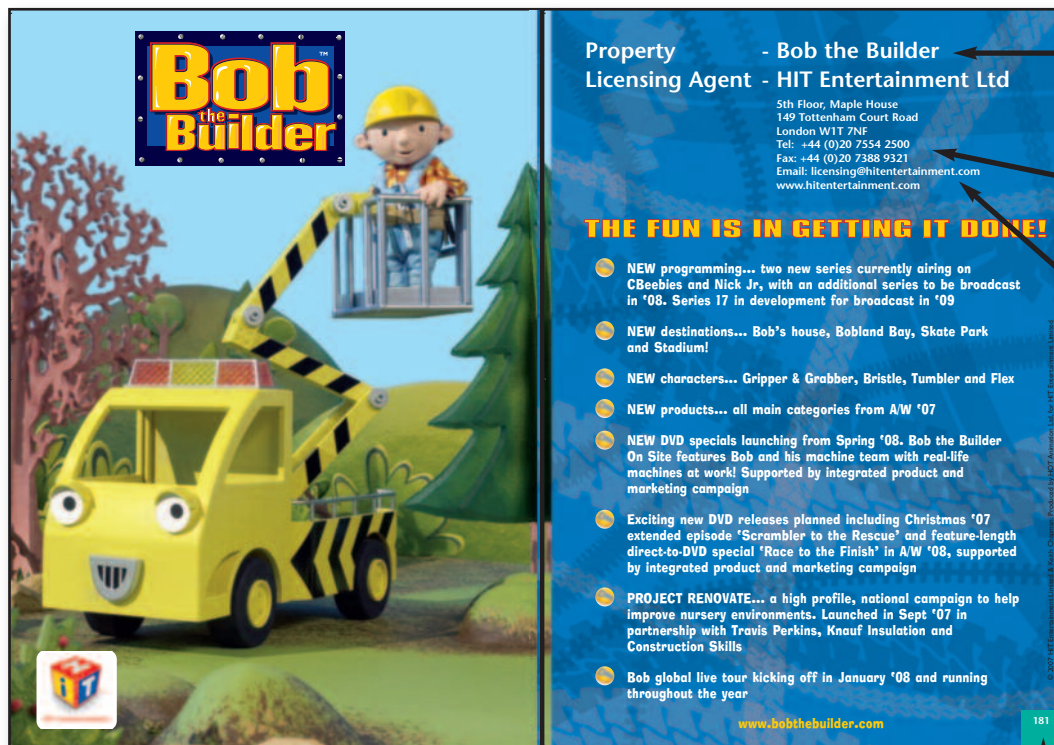
**THE LICENSING**  
SOURCE BOOK EUROPE

**BRAND & SPORT LICENSING** SOURCE BOOK



Page width: 148.5mm (bleed 151.5mm)

Page depth: 210mm (bleed 216mm)



**Preferred type face:**  
18pt Stone sans  
semibold with 25pt  
leading

**Preferred type face:**  
9pt Stone sans  
semibold with 11pt  
leading

**Type area I (top):**  
129.5mm wide x  
46mm deep  
Text to start 10mm from  
top of page and 9mm  
this is only limited by  
from gutter

**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

**IMPORTANT:**  
Please leave enough  
space for the folio

**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**