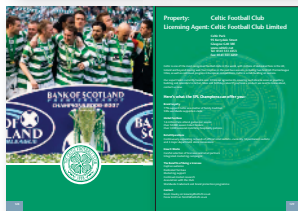


Mechanical specification for a property spread in the Licensor section

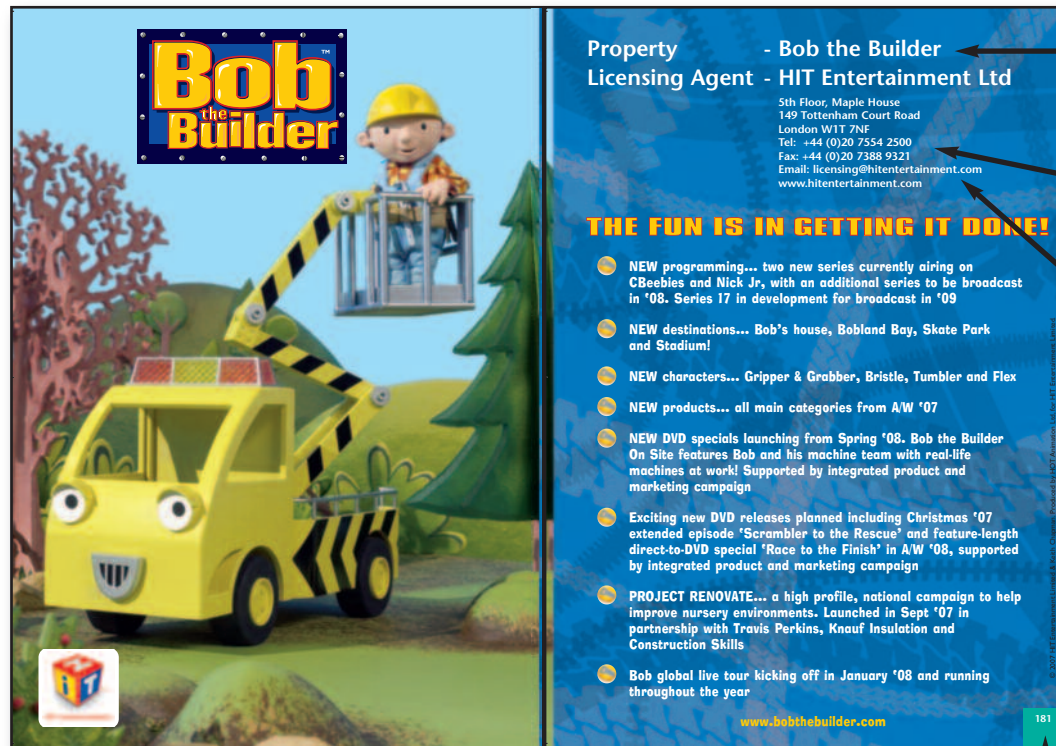
THE LICENSING
SOURCE BOOK EUROPE

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**