

# Mechanical specification for the Licensee section

## FULL PAGE INSET ADVERT



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 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 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 Rob Willis on: 0207 7006740 / Adverts can be emailed to Rob Willis as a high res PDF on rob@max-publishing.co.uk or contact Rob for the FTP site details.**