

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:

	Non Bleed 129.5mm wide 188mm deep
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## 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 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 / Adverts can be emailed to Ian Hyder as a high res PDF on ianh@max-publishing.co.uk or contact Ian for the FTP site details.**