

Mechanical specification for advertisements to appear within the Editorial section

Page width: 148.5mm (bleed 151.5mm)

Page depth: 210mm (bleed 216mm)

RED ©

**Experienced.
Passionate.
Genuine.**

Here at Red Central, we simply
help brands realise their potential.

For over ten years we have been providing strategic design
to the entertainment and licensing industry.

**Brand vision
Design assets
Product concepts
Style guides
Packaging**

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So if you are keen to see where your brand could
go commercially just give Paul Richards a call
on 01225 423344 or email paul@redcentral.co.uk

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

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 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 / 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.**