

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

RED © WWW.REDCENTRAL.CO.UK

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.**