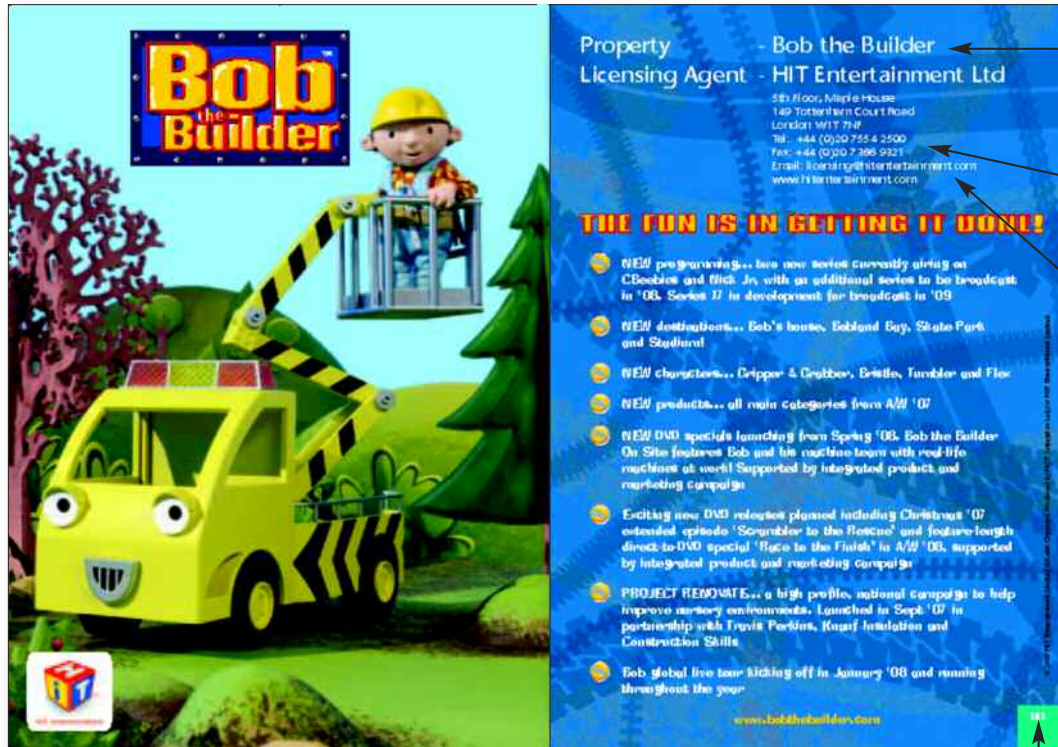


Page width: 148.5mm (bleed 151.5mm)

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 1 (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 / 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.