

EON

DUMMY AD

Explanation of crop marks, bleed and type area

← The black line around the edge of this page shows the 'trim' area of the magazine, ie the finished size.

← The 3mm area around the outside of this black line, shown here in cyan for clarity, is the 'bleed' area, ie the pictorial/graphic element of the ad that 'bleeds' off the page. It is vital that this is included if you want your ad to bleed. 3mm of bleed is the industry standard. Printing is not an exact science, and if you only take your graphics/background up to the trim edge, and not beyond, there is a danger that your ad might appear with a thin white line of unprinted paper on one or two edges, as the paper can move a bit when the magazine is being bound and the 'bleed' bits are being cut off.

└ The 'crop marks', which must appear on each corner of the page, indicate where the trim occurs. These marks are used by the printer to ensure that the ad is positioned centrally on the printed sheet.

The 'type area' is indicated here by the dotted black line. → This indicates the area outside which type (ie words, logos etc) should not appear, in order to maintain a good visual balance.

└ The PDF must be made in CMYK (Cyan, Magenta, Yellow, Black) colourspace, not RGB. In order for it to be high-res, the images must be at least 300dpi (same as 300ppi), and not downsampled.