



QS-MAPLE

www.qsmapple.org

QS MIDDLE EAST AND AFRICA
PROFESSIONAL LEADERS IN EDUCATION
CONFERENCE AND EXHIBITION

Copy

PDF Guidelines

- All files to be supplied as composite CMYK PDFs
- All images contained within the PDF must be high resolution (300dpi recommended), CMYK format (if colour)
- All Pantone colours, spot colours and RGB images must be converted to CMYK before creating the PS (postscript) file as consistent colour conversion on the RIPs cannot be guaranteed. If a spot colour is required then the provision for printing it has to be made directly with the factory. DO NOT USE THE COLOUR "REGISTRATION". If there is black type, ensure that it is 100% black.
- No Colour Management, ICC profiles or Lab colours should be embedded within the PDF
- Where necessary a minimum bleed area of 3mm must be contained within the file
- Files must contain crop marks
- For imposition purposes pages should be saved as individuals and not as double page spreads. If files for a spread are supplied, clearly label the pages as LHP or RHP respectively
- All fonts must be embedded at postscript stage. Do not use Truetype or Multiple Master fonts. Do not embed subsets

Digital Delivery

- Digital files can be accepted by email, on CD or Zip, or via FTP. Please contact us for details of the FTP

Copy Proofs

- Proofs supplied must be generated from the PDF where that is the supplied format, or from the digital artwork
- It is strongly recommended that a high resolution printed proof is supplied

Live Matter Area

- NB: Type or other illustrative material on a bleed page, but not intended to bleed, must be at least 6mm from top to bottom and 6mm from fore-edge on above trim size

The publisher reserves the right to refuse, omit, suspend or change the position of any advertisement accepted for insertion.

We will not be held responsible for any printing errors arising from the late arrival of copy. If copy is not supplied in time for press, last copy used will be inserted. If no copy is available, our copy will be inserted. No positional guarantee can be given for loose inserts.

CDs, colour proofs or other material supplied for the purpose of an advertisement are supplied at the advertiser's own risk and the publisher will bear no responsibility for any damage hereto or from any further consequent loss. The publisher reserves the right to destroy CDs, colour proofs and any other material, of whatever nature, after a period of three months, from the date of the last insertion of an advertisement utilising such artwork and other material.

Mechanical Data - in Millimeter (mm)

	Trim Area	Type Area	Bleed Area
Double Page	297(H) x 420(W)	287(H) x 410(W)	303(H) x 426(W)
Full Page	297(H) x 210(W)	287(H) x 200(W)	303(H) x 216(W)
Half Page	148(H) x 210(W)	138(H) x 200(W)	154(H) x 216(W)

- All images contained within the PDF must be high resolution (300dpi recommended), CMYK format (if colour)
- All fonts must be outlined or embedded at postscript stage.