

A photograph of a red book cover. The cover has a large white number '1/1' printed on it. To the right of the cover, a portion of a yellowed, aged page from a technical manual is visible. The page contains tables of material properties, likely for aluminum alloys, with columns for various mechanical and physical characteristics.

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Fact Sheet - Marketing	Section: Print
<b>Product name:</b>  <b>Advertisement in the Exhibition Guide</b>	<b>Sample picture:</b>  
<b>Trimmed size of the guide (W x H):</b> 148 x 210 mm	<b>Resolution:</b> 300 dpi
<b>Bleed size advertisements (W x H):</b> <u>Cover (incl. 3 mm bleed on all sides)</u> 2nd, 3rd or 4th cover page      154 x 216 mm 2nd page–1st flap outside      144 x 216 mm 2nd page–1st flap inside      144 x 216 mm 3rd page–1st flap outside      144 x 216 mm 3rd page – 1st flap inside      144 x 216 mm  <u>Inside section (incl. 3 mm bleed on all sides)</u> 1/1 page      154 x 216 mm 1/2 page      154 x 111 mm 1/3 page      154 x 76 mm or 52 x 216 mm	<b>Type area advertisements (W x H):</b> <u>Type area sizes:</u> 1/1 page    134 x 196 mm 1/2 page    134 x 91 mm 1/3 page    134 x 56 mm  Advertisements within the type area to be supplied with 3 mm bleed on all sides
<b>Bleed:</b> 3 mm all around For bleed advertisements, all text must be positioned at least 7 mm from the cut edge.	<b>Fonts:</b> Convert to paths. Embed print/screen font and image data
<b>Data:</b> print-ready PDF	<b>Programmes:</b> QuarkXPress, FreeHand, Photoshop, Illustrator
<b>Colour management:</b> CMYK (Euroscale), FOGRA 39	<b>Colour proof:</b> not required