

Anniversary Dinner Souvenir Booklet



Advertisement Artwork Specification

Advertisement Size	Trim Size (w x h)	Bleed size (w x h)
Full-page	210mm x 210mm	216mm x 216mm

Trim size is the magazine size.

Bleed size is larger than the trim size. It is the extra allowance given to all sides of the artwork. Artwork must be prepared to bleed size to ensure that any slight variation in the trimming of pages during printing will not affect the advertisement artwork adversely (white gaps at the edges, text being cut-off, etc...)

Artwork Format Guidelines

- 1) Artwork to be provided in **high-resolution PDF** format, in **CMYK color** (no RGB or spot colors).
- 2) Do not submit in any other format: Illustrator (.ai), Photoshop (.psd), JPEG/TIFF (.jpg, .tiff, .png) or others will not be accepted.
- 3) Artwork must contain **cropmarks** and **bleed** settings.
- 4) Do not put important text or images closer than **10mm** to any edge of the artwork.
- 5) 2pcs of high-resolution color proofs are strongly recommended to be submitted in order to ensure color accuracy.



These are Crop Marks

Crop Marks indicate the actual magazine size, which is called the Trim Size. It is called the Trim Size because pages will be trimmed (following the crop marks) to the correct size during the final stage of printing.

Sample Advertisement Artwork

The artwork is made slightly larger than the Crop Marks/Trim Size indication. This larger size is called the Bleed Size. Bleed size is needed to allow for some tolerance in page trimming accuracy during the printing process.

IMPORTANT

Do not put any text, logos or other important elements too close to any edge! Leave at least 10mm gap to the edge of the trim size.



WRONG: ❌

Text too close to the edge. There is a risk that the text will be cut-off in the final printed magazine, or be hidden by the binding.



CORRECT: ✅

Text has enough gap from the edge (min. 10mm)

NOTE

Do not use Adobe Photoshop to create the entire advertisement (including text). Use appropriate software such as Adobe Illustrator or Adobe Indesign to compose the artwork.