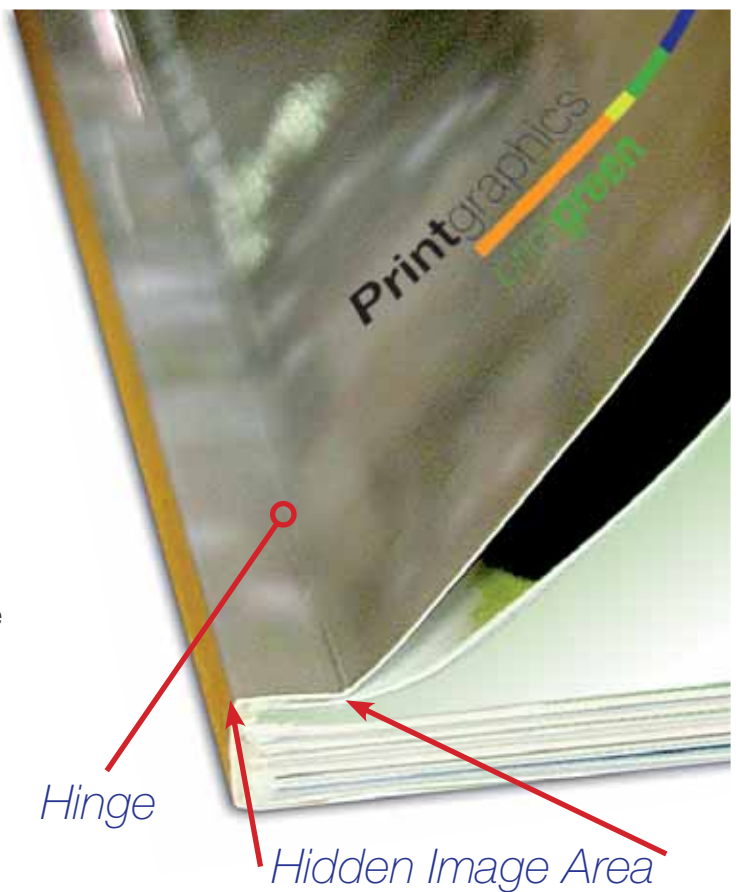


Burst/Perfect Bound Art Setup Guidelines

During the binding process for perfect / burst bound books, there is an area that is hidden between the inside front cover & the first page of text and the inside back cover and the last page of text. The distance is 7mm from the spine, it is best to keep all critical image and text clear from this area.

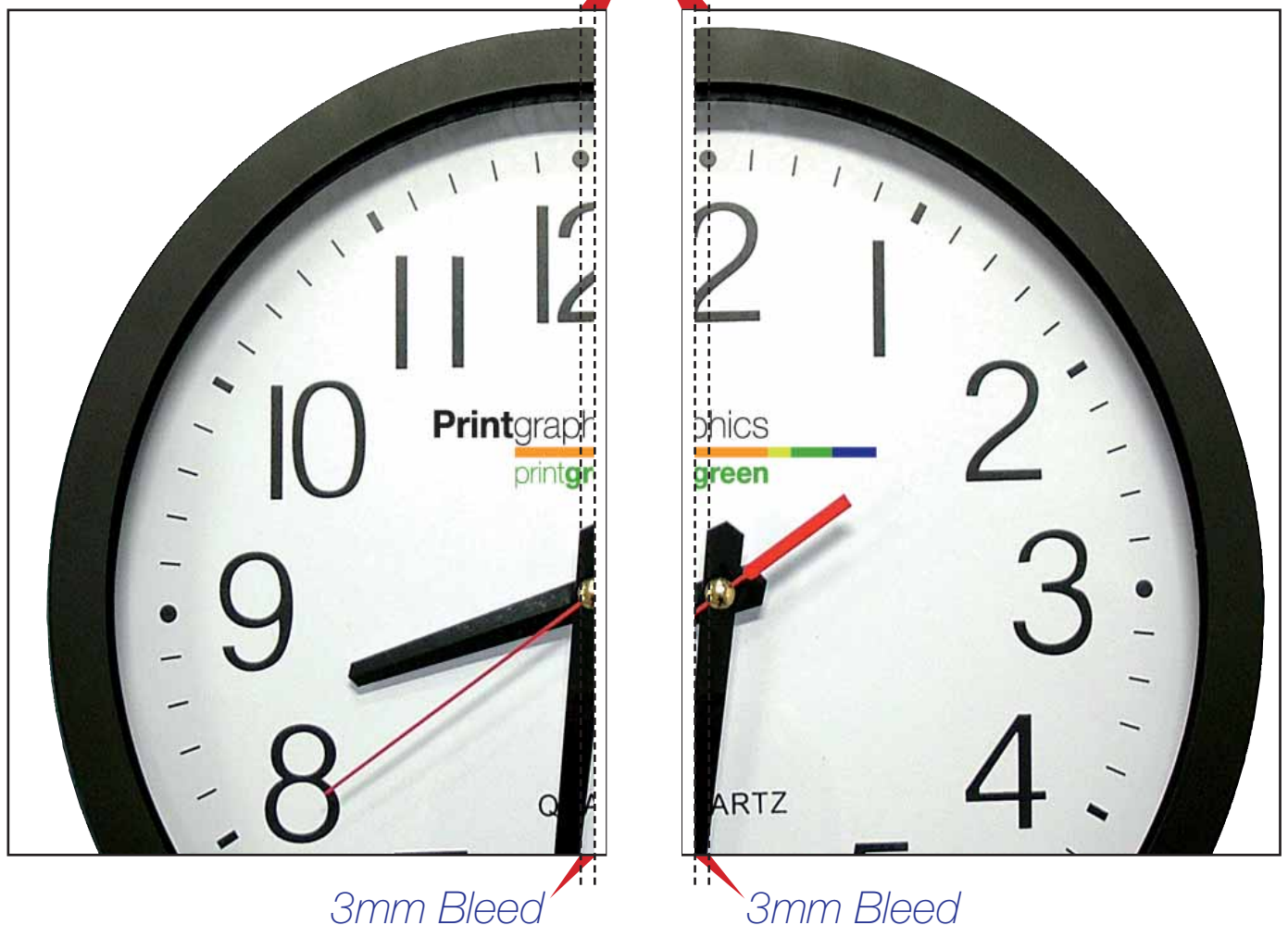
If an image is to cross from inside front cover to the first page, or inside back cover to the last page, the 7mm hidden area must be allowed for. This is best done at the artwork stage, the image must finish the page 7mm from the right on the inside front cover and start 7mm from the left on the first page (see illustration), it should still bleed 3mm past this point as it would on the foredge (this would be reversed for the inside back cover and the last page).



7mm Hidden Area

Inside Front Cover

First Text Page



Burst/Perfect Bound Art Setup Guidelines

Due to the physics of the burst bound book it is not practical to lay the book flat like a saddle stitched book, therefore there is an area of the pages near the spine that is hidden from view. Again, this is best to be left free of type and critical image. If an image is to run across a two page spread it is best to consider if the portion of the image that is close to the spine (say 5mm either side) is important information that needs to be viewed without obstruction.

If laying out an image that does need to go across two spreads and the image is to be viewed at its best, we recommend that the image finishes 3mm short of the spine (plus a 3mm bleed) for both the left hand page and the right hand page.



Area of pages that are difficult to view

