



How to supply material for your **SelectBrochure**

*In order to build your **SelectBrochure** we need certain things. These may be best supplied by your printer or graphic designer, if so please send them this document.*

*For a basic **SelectBrochure** all we need is a single PDF document (see below for guidelines)*

If you would like to include video or Flash animations we can create these for you or you can supply them (see below for guidelines).

If you have any questions at all please do not hesitate to contact us on +44 (0)1626 855400

Technical Details on File Formats

PDF FILE FORMAT

Wherever possible, please provide your publication as a single PDF file with the following settings:

- All pages in a single PDF file, with the pages in order
- Single pages (not double page spreads)
- 200 DPI (or greater)
- Cropped to exact art size (no need for cropmarks/bleed etc, as it is not a traditional print process)
- Make sure all pages are the same size or this will show
- Embedded fonts (not subset, please avoid CID Type H encoded fonts)

VIDEO FORMAT

SelectBrochure offers you the ability to add video files to your edition, and overlay them to produce exciting new content for a wider audience than print alone. For best results in adding video to your edition, it is best to use resolutions between 320 x 240 to 640 x 480, so that your readers will be able to stream it and watch it without interruption, or having to wait for a long period of time to start watching.

In order to drop video into your edition, you'll need to encode it as a Flash 8 FLV file first. Following this, navigate to your edition home page, then click Manage Files in the right hand menu.

FLASH FILES FORMAT

Flash files will be presented on a layer above your existing pages, so therefore, please bear in mind the following notes:

- We can accept animations in Flash 8 or earlier. We will need .swf and .fla files supplied.



- Please design your files so that a single .swf file is needed to play the animation, and not multiple .swfs and/or .as files
- We do not support animations created using SWiSH
- Please make sure there is no white space around the edge of the flash animation
- Please note that your animation will be sitting inside another flash application, and as such, the background colour defined in the property inspector will turn transparent, and show the PDF content underneath your flash files. To avoid this, put a single colour object on the lowest layer of your flash file to form a canvas.
- Please set your flash files to a frame rate of 24fps
- Avoid any Actionscript that can affect the host application, such as `_level0`, `_root`, and `_parent` references, or global functions like `setTimeinterval`
- There should be no links in the animation we are given, unless this is necessary, as these links will not be picked up in the statistics package. We will normally create the links overlaying the flash, so that they can be tracked
- There is no file size limit on animations, but for loading purposes, the files should be as small as possible
- Images should be set to lossless compression instead of photo compression
- Filenames for Flash animation files (SWFs) should not include special characters such as brackets, question marks, commas and spaces. Underscore characters are ok to use

In case we need to edit your FLA file, please use one of the following options when dealing with fonts:

- Add the font in the FLA library and then use the reference of the font in the scene and not the font directly
- Provide the fonts along with the FLA file
- Convert the fonts to vector shapes, such that there are no non-system fonts within the Flash file

Getting in touch

Email files to: info@webselect.net

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