

iTunes PDF Booklet

Important: The music digital booklets you deliver along with your album are expressly designed for the iTunes Store format and cannot be reproductions of the liner notes with borders to increase their size. Use the following specifications when creating your music digital booklet:

- A PDF file format with the .pdf extension (select View>Fit Visible before saving)
- 72dpi minimum (or 150dpi if using in image files)
- 11in W x 8.264 in H minimum dimensions (28cmx21cm)
- RGB color formatted
- A minimum of four pages
- 1-up page layout (recommended)
- To be viewed on-screen (digital)
- PDF version not pertinent to Read Only
- All text and images to be viewed horizontally
- All fonts and images embedded
- All images full-bleed as shown in the following sample pages (test documents in Preview, Acrobat, and in the iTunes application, should be viewable in Preview as well as Acrobat):



Dave Matthews Band, *Stand Up*



U2, *The Complete U2*



Jack Johnson, *In Between Dreams*

When creating your digital booklet, keep the following guidelines in mind:

- When saving as a PDF file, make sure the document opens full screen ("Fit Visible" in Acrobat) with no negative space surrounding the document. The PDF files are meant to be viewed on screen, not printed out. When a user first opens the document, they should not have to zoom in to read copy. Texts should read left to right, top to bottom. Do not display rotated text.
- The file size should be reasonable (8-10 MB max). If the digital booklet is many pages, consider using fewer images or optimizing images to achieve lower overall file size.
- Barcodes, crops, and printers marks are not allowed. Number all pages.
- You cannot sell or advertise other products or services. No other promotional sites are allowed.
- Documents can mention "iTunes" if they link or refer to iTunes for purchase.
- No links to anything outside of the booklet, except to the artist or label websites, are allowed.
- No time-sensitive information (for example, a promotion or dates for an upcoming tour or concert) is allowed.