

# iTunes Store Digital Booklet Spec

The following specifications are a point of reference when compiling a digital booklet for the iTunes Store. The digital booklet must be a minimum of 4 pages in length, using any number of images, text or combination thereof relative to the artist or album to be featured. The digital booklet will be delivered in PDF format when the user successfully completes their download.

- 72 dpi** (or 150 dpi if using in image files)
- 11 in W x 8.264 in H minimum dimensions**
- RGB Color formatted**
- Minimum 4 (numbered) pages in length**
- 1-up page layout** (recommended)
- To be viewed on-screen** (Digital)
- PDF format\*** - select **View >Fit Visible** before saving
- PDF version not pertinent to Read Only**
- Tested and viewed in Preview as well as Acrobat**
- All text/images to be viewed horizontally**
- Embed all fonts and images**
- No bar codes, crop or printers marks**
- No links to outside iTunes sources of purchase**

\* If *also* sending original file (i.e., QuarkXpress, InDesign, etc.) please include all images and fonts referenced in the original file.

## New Document Considerations:

This section pertinent PDF's generated solely for Digital Booklet use:

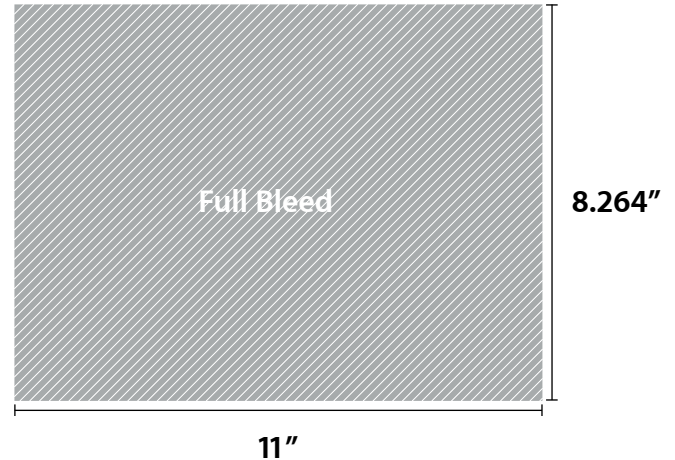
Design each page full bleed as shown in sample pages. Document should be tested in Preview, Acrobat and in the iTunes application. Should be viewable in Preview as well as Acrobat.

When saving out as PDF, please ensure the document opens full screen ("Fit Visible" in Acrobat), with no negative space surrounding document. Also, it should be mentioned that these are meant to be viewed on screen, not to be printed out.

Documents can mention "iTunes" if they link or refer to iTunes for purchase. Documents should never link to another competitor or source of purchase other than iTunes. Linking to iTunes artists/album pages and artists websites is acceptable. No UPC/Bar Codes should be in documents. Number all pages.

File size should be reasonable (8 - 10 MB max.)  
If digital booklet is many pages, consider using fewer images or optimizing images to achieve lower overall file size.

## Specifications:



## Sample page:



Jack Johnson, *In Between Dreams*



U2, *The Complete U2*

# iTunes Store Digital Booklet Spec Continued

## Repurposed Document Considerations:

This section refers to PDF's generated from repurposed art: (i.e., CD Booklet / Jewel-Case Art)

Design each page full bleed as shown in sample pages. No UPC/bar codes, crop or printers marks of any kind should be included in PDF document. Document should be tested in Preview, Acrobat and in the iTunes Application. Should be viewable in Preview as well as Acrobat.

When saving out as PDF, please ensure the document opens full screen ("Fit Visible" in Acrobat), with no negative space surrounding document. Also, it should be mentioned that these are ment to be viewed on screen, not to be printed out as they might have been originally intended. Therefore, when document is first opened user should not have to zoom in to read copy. Text should read left to right, top to bottom. Please do not display rotated text. Number all pages.

File size should be reasonable (8 - 10 MB max.) If digital booklet is many pages, consider using fewer images or optimizing images to achieve lower overall file size.

## Sample page:



NIN, Year Zero



Bjork, One Little Indian