

SECTION 1

SUPPLYING FINISHED ARTWORK IN DIGITAL FORMAT

If you plan to prepare your diary pages yourself, please send us digital materials according to the following specifications:

Supported Layout Applications

- QuarkXpress (Version 6.1 or earlier)
- InDesign (CS version 3 or earlier)

Supported Applications for Graphic Files

(These files must be imported into a Supported Layout Application see above)

- Illustrator (version 11 or earlier) - (ai or eps, with all fonts used changed to outlines)
- Photoshop (version 8 or earlier) - (tiff or eps)
- Freehand MX (version 11 or earlier) - (eps)

Supplying Adobe PDF Files

Please supply PDF files as High Resolution Print Quality files with all fonts embedded, pictures used converted to either CMYK or Greyscale, minimum 3mm of bleed, if appropriate. Please also supply a hard copy proof of the pages, plus in the case of these being printed in more than one colour a hard copy of all colour separations. PDF files and hardcopy proofs to also include any blank pages you wish to remain as blank pages.

Applications / Files that are NOT Supported

- PowerPoint
- Word
- Excel
- Publisher MS
- Pagemaker
- Coreldraw

Supplying Photo Images

- Colour and black and white photos (Half-tone pictures) to be a minimum resolution of 300 dpi.
- Line art (bitmap images) to be a minimum resolution of 1200 dpi.
- Save files as High Resolution TIFF, EPS's.
(Low-Res Jpegs and GIF files are NOT supported)
- When using a cropping path (Photoshop) include free space of 3 pixels.

Supplying Files

- Save your files in their original application format.
- Give your files logical names with no 'foreign' signs or symbols (e.g. photo_p2.eps).
- We work under OPI – please therefore make sure that the correct filenames are linked.
- Collect all files onto one storage medium; the document plus a folder for all pictures and a folder for all fonts used.
- Each file supplied must be accompanied by a complete, numbered printout, including any blank pages and, if applicable, a printout of all colour separations.
- Each storage medium supplied must be accompanied by a directory printout.

Storage Media

- CD
- DVD

(Floppy and Zip disks are not supported). All data supplied in digital form must be virus-free. Please virus-check all files before sending.

Colour Pictures

- Convert all RGB pictures to CMYK – especially if providing artwork as a PDF file.

QuarkXpress

- Do not rotate pictures inside picture boxes, rotate the entire picture box.

Colours

Please make sure that all multi-colour files provided have been separated correctly beforehand to avoid any misunderstandings or unnecessary costs or delays later. (E.g. a four colour process job is just outputting CMYK and not additional spot colours; and conversely that a one, two or three colour job is outputting the correct spot colours only. Printing out colour separations will show you the final output).

SECTION 2 SUPPLYING FINISHED ARTWORK IN DIGITAL FORMAT

If you supply us with the basic materials described below, we will be able to have your diary pages prepared by our graphic design service. Data that is not supplied correctly will cause delays and potentially extra costs in the processing of your order.

Briefing (summary of material supplied)

Please ensure you give a clear overview of the pages and instructions for the placement of texts, illustrations and/or pictures. Wherever possible mock pages up to actual size. If possible, please supply us with all files right away in order to avoid any misunderstandings or delays later.

Copy (the text that you wish us to include in the diary layout)

This should be supplied as a word-processing document (preferably MS Word for MAC or PC). Please also provide us with a full printout with numbered pages. An easily legible typewritten copy is also acceptable. Unfortunately, we are not able to accept hand-written documents.

CAUTION: MS WORD

Word files themselves can never be printed from directly they will have to be re-set.

If you put illustrations into a Word file, please be sure to provide them as separate graphics as well, preferably in EPS or TIFF format (for specifications, see section 1: Supplying Photo Images). If you use non-standard fonts in a Word file, please copy the font files used and supply them separately. (If you work on a PC the fonts are not suitable for MAC. We will use the nearest font we have). We will provide you with proofs for checking before proceeding to print.

Original photographic materials (not printed or rasterized illustrations)

Based on your file, these materials are scanned according to their use.

Logos and /or line drawings

Only easily reproducible films, line drawings and prints give a really good result.

It is imperative that artwork for corporate diary pages is submitted to us in a suitable digital format as stated in these artwork guidelines.

SECTION 3 CHARGES

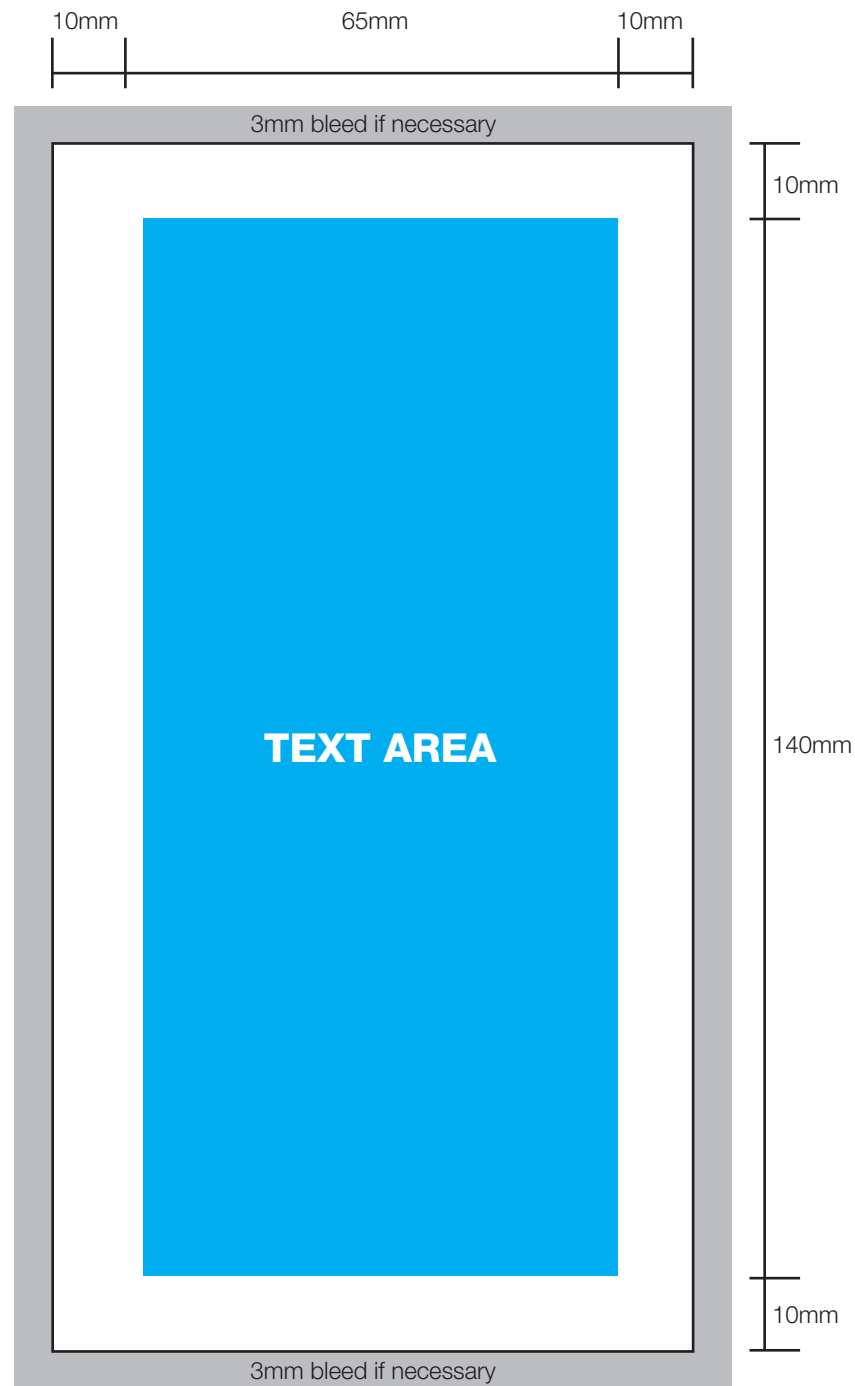
Up to 5 amendments	£25
6 to 20 amendments	£50
Typesetting of up to 4 pages	£55 per page
Typesetting of more than 4 pages or more than 20 amendments	£POA
New Block/Bromide setting	£30
Block/Bromide amendments	£17.50

We will be happy to assist in the design of your diary pages. The general layout of the pages however must be decided by the client. Please note that the final quality of your publicity pages depends largely on the quality of materials we are given to work with.

For data supplied in non-supported applications, any typesetting, design services, optimising of the data supplied and processing of data supplied will incur artwork charges. See Section 1 for supported file formats.

Example: A customer providing one artwork file but wanting it to appear on different size diaries will be charged for the setting of ALL pages. (A customer supplying one PDF file to appear on both a desk diary and a pocket diary title page will be charged respectively).

SECTION 4 DIARY SIZES AND LAYOUTS



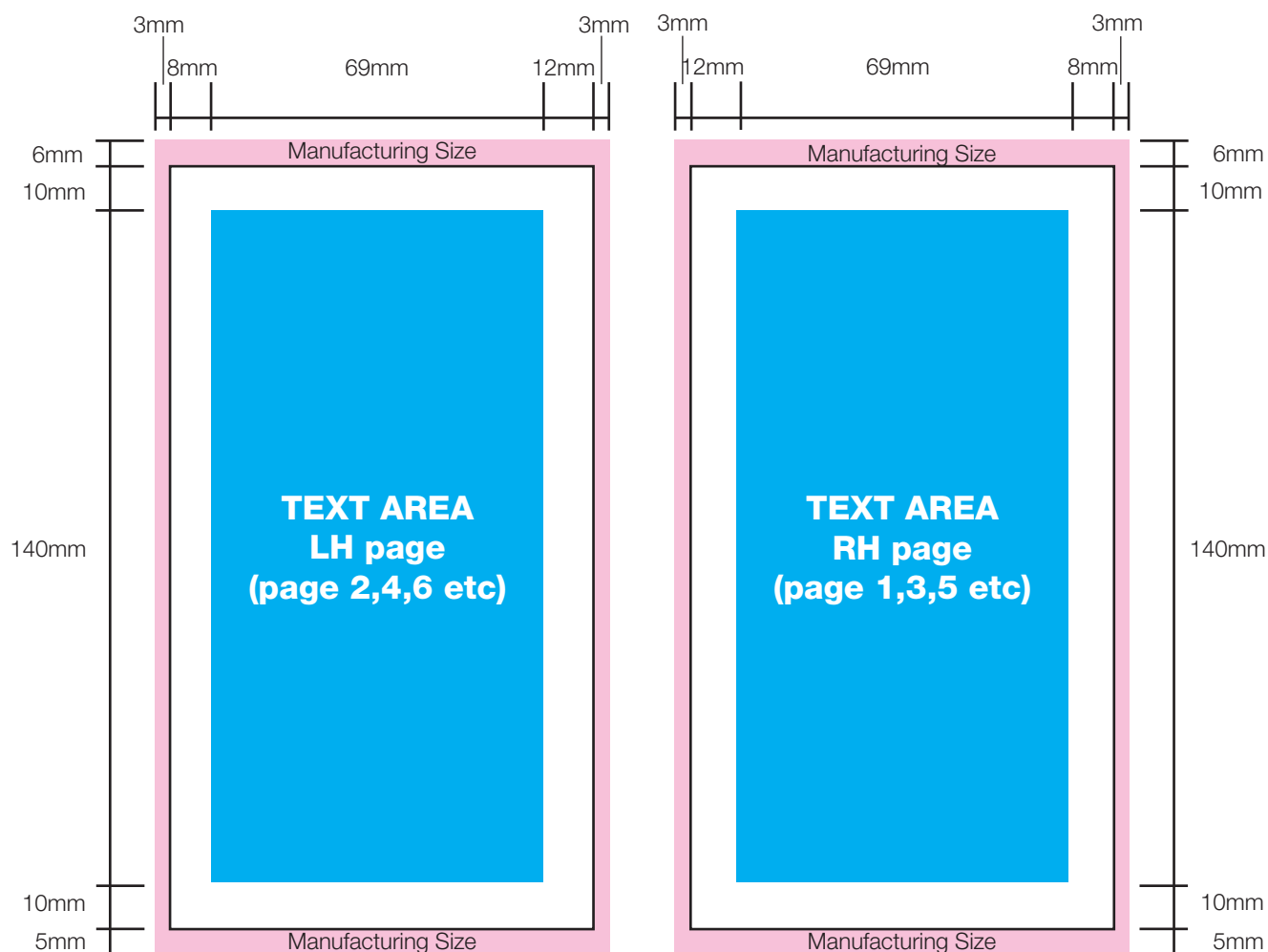
CONGRESSMAN, DIPLOMAT, COUNSELLOR & SENATOR (BOOKBOUND)

Trim Size: 85mm x 160mm

Text Area: 65mm x 140mm (centred 10mm in from trim)

Bleed: 3mm out from trim area if necessary

SECTION 4 DIARY SIZES AND LAYOUTS



CONGRESSMAN, DIPLOMAT, COUNSELLOR & SENATOR (SPIRAL BOUND)

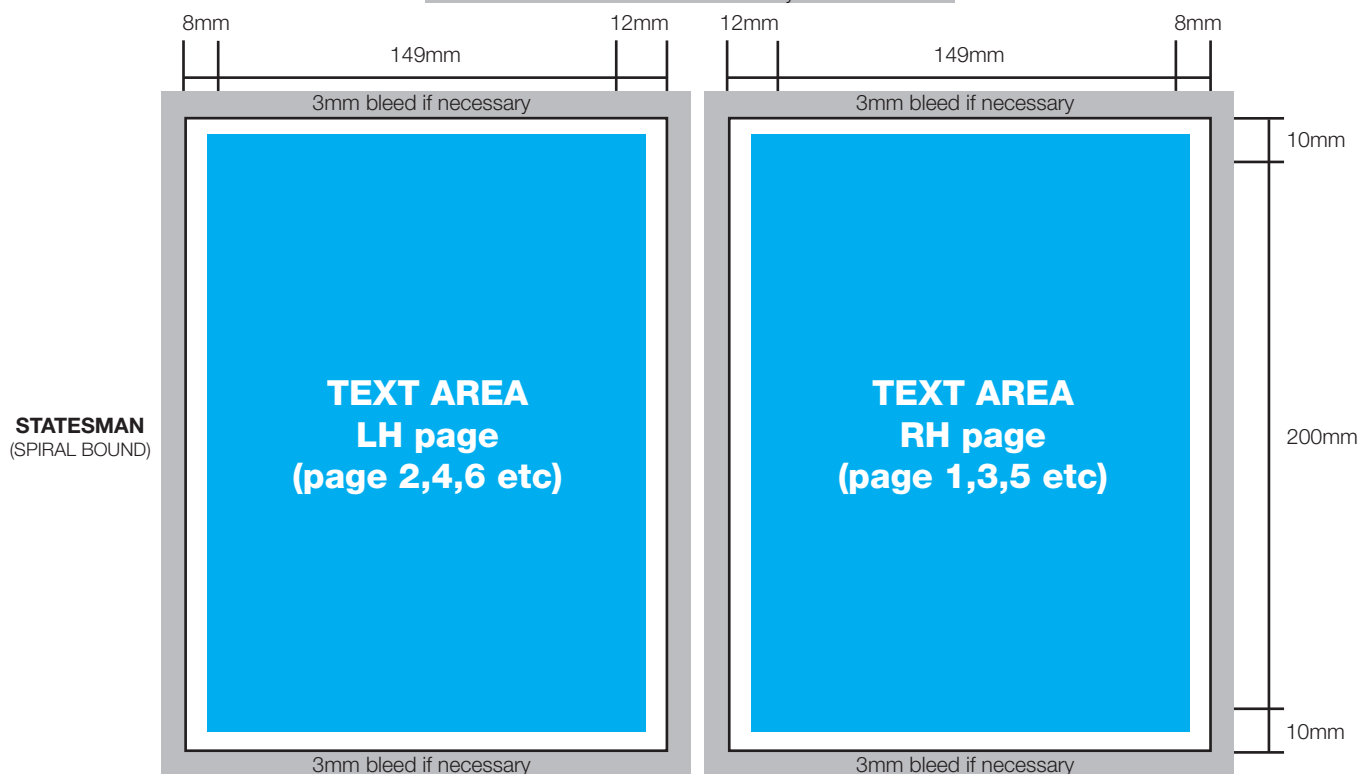
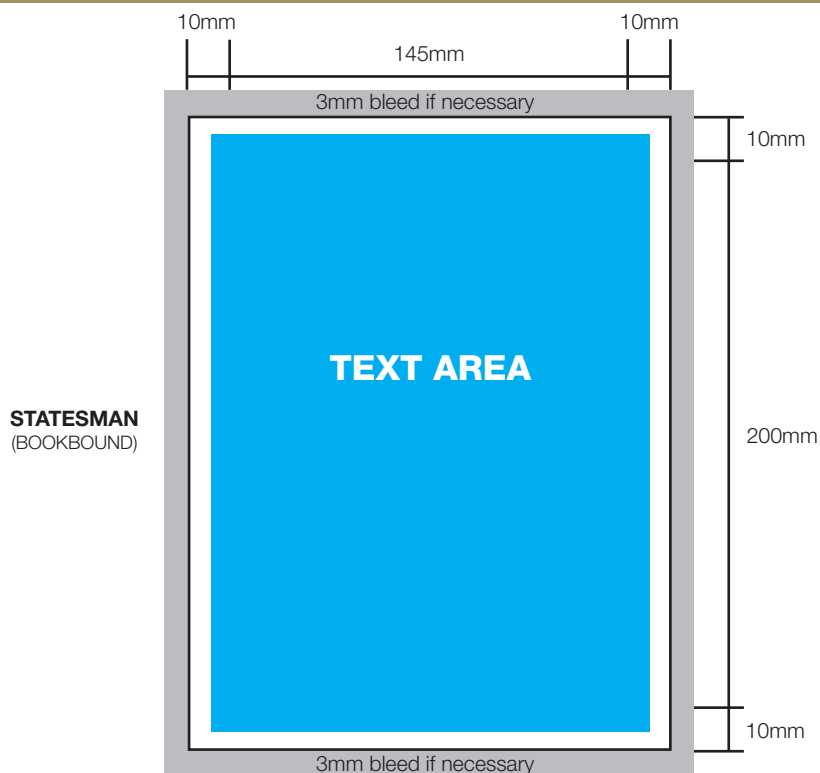
Manufacturing size requirement: 95mm x 171mm (this is NOT the final page size)

Final Trim Size: 89mm x 160mm

Text Area: 69mm x 140mm (12mm in from inside edge;
8mm in from outer edge
Set document up for facing
pages - offset, as above)

Bleed: 3mm out from trim area if necessary

SECTION 4 DIARY SIZES AND LAYOUTS



STATESMAN (BOOKBOUND)

Trim Size: 165mm x 220mm

Text Area: 145mm x 200mm (centred 10mm in from trim)

Bleed: 3mm out from trim area if necessary

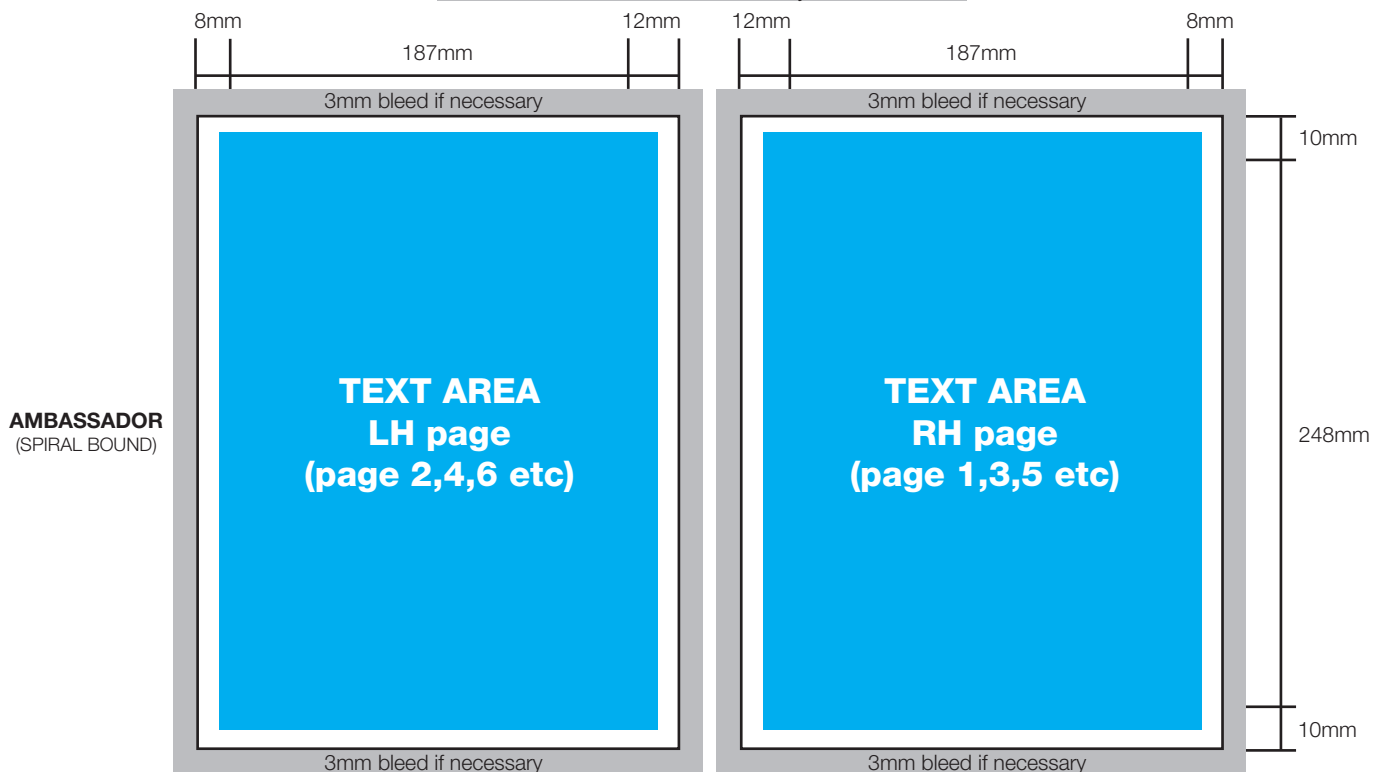
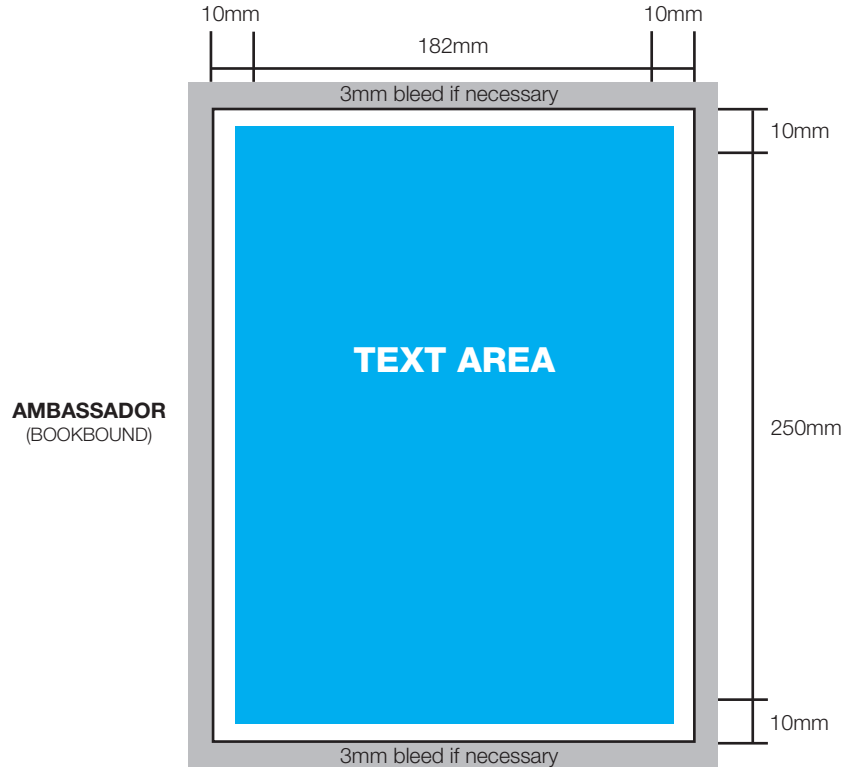
STATESMAN (SPIRAL BOUND)

Trim Size: 169mm x 220mm

Text Area: 149mm x 200mm (12mm in from inside edge; 8mm in from outer edge
Set document up for facing page - offset, as for pocket diaries)

Bleed: 3mm out from trim area

SECTION 4 DIARY SIZES AND LAYOUTS



AMBASSADOR (BOOKBOUND)

Trim Size: 202mm x 270mm

Text Area: 182mm x 250mm (centred 10mm in from trim)

Bleed: 3mm out from trim area if necessary

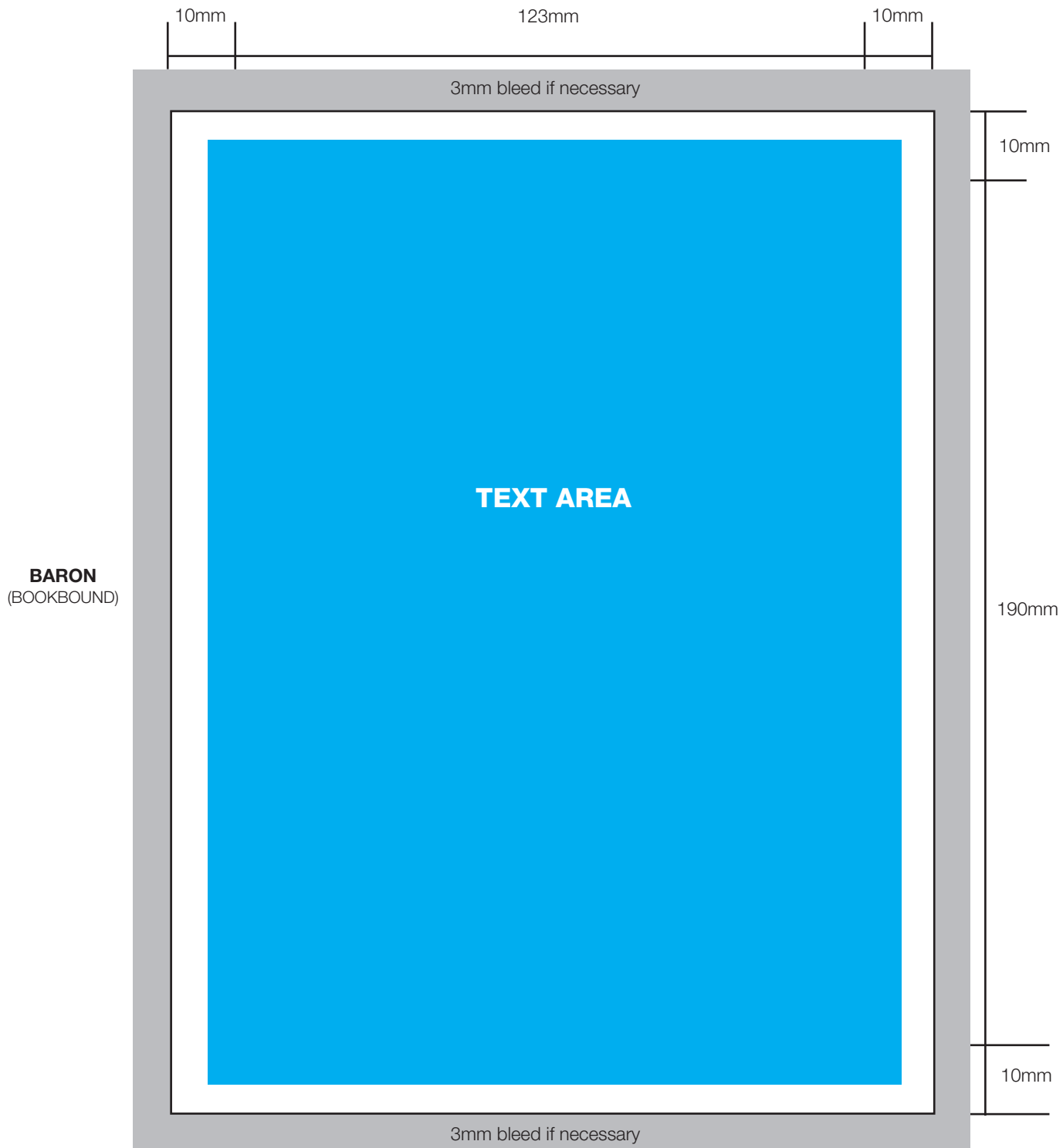
AMBASSADOR (SPIRAL BOUND)

Trim Size: 207mm x 268mm

Text Area: 187mm x 248mm (12mm in from inside edge; 8mm in from outer edge
Set document up for facing page - offset, as for pocket diaries)

Bleed: 3mm out from trim area

SECTION 4 DIARY SIZES AND LAYOUTS



BARON (BOOKBOUND)

Trim Size: 143mm x 210mm

Text Area: 123mm x 190mm (centred 10mm in from trim)

Bleed: 3mm out from trim area if necessary

Artwork requirements

- Solid Black only.
- No Tints, Shading or Colour.
- Files to be supplied as 'Vector Image' .eps files. (Photoshop files / scans saved as .eps files are NOT vector images).
- Any files not supplied as ai or eps's will be have to be redrawn at a cost of £30.
- Minor amendments to existing artwork for blocks will be charged at £17.50.

Special Notes

- Keep it simple. Try to avoid excessive detail and small type as this will result in poor blocking results. As a rule 9pt text is the smallest size that will still be legible after blocking. Likewise a stroke of 0.5pt is really the smallest thickness that can be blocked sensibly.

If you have any queries please do not hesitate to contact your Sales Administrator

Maximum Blocking sizes (width)

- Standard pocket - 70mm
- Duet pocket - 55mm
- Baron - 105mm
- Statesman - 120mm
- Standard Ambassador - 160mm
- Duet Ambassador - 105mm

WHAT IS A VECTOR EPS?

One of the questions we hear is 'What is a Vector EPS?'

A vector EPS is a file that is made from editable 'vector' points unlike a photo or picture that is made up of individual pixels. The benefits of this over a conventional pixelated picture are that points can be added, removed or manipulated, colours can be changed and the file can be decreased and increased in size indefinitely without losing any quality. This makes it the best vehicle with which to create artwork for blocking.

