



FOOD & DRINK PHOTOGRAPHERS 14 PHOTOGRAPHIC SERVICES BOOKING INFORMATION

Advertisers are presented with an all inclusive package, offering space both in print and online:

Quarter page (fixed format) £100+VAT • **Half page** (free format) £180 • **Whole page** (free format) £350.

You get:

IN PRINT: Advert in one of our five specialised service sections in Contact Food & Drink Photographers 14 book (pub Oct09)

Quarter page advert includes your name, contact details, space for one image to represent your work or service, and an area for text (up to approx. 80 words). Further details on layout sample overleaf.

Half and whole page adverts are free format but **MUST INCLUDE IMAGERY** and artwork must be supplied print ready.

ONLINE: Inclusion in the E-book version of Food & Drink 14 with links to email and web addresses within your ad.

PAYMENT SHOULD BE MADE ON SUBMISSION. (PLEASE NOTE, COPYDATE: 29th May 2009)

1. Complete these contact details for our reference:

Name:.....

Address:.....

.....

Telephone:..... Mobile:.....

Email:..... Web address:.....

2. Please include me in the section marked below (tick one box):

Food Stylists & Home Economists **Props & Interiors Stylists** **Props Hire**

Studios & Location Houses **Image Libraries**

3. Please reserve me space as indicated below:

A Quarter page (Fixed format only) **B Half page** (Free format) **C Whole page** (Free format)

4. Signed:..... Date:.....

Optional Extras:

PRINTED CARDS: 250 A6 postcards at a cost of £75*+VAT. (Tick box if you wish to take up this offer)
See accompanying postcard sheet for further details. (*£50+VAT if using an image from a full page ad)

ONLINE PORTFOLIO: 20 image online portfolio on www.contactacreative.com for one year
£100+VAT. Please ring if you would like further details on this service.

Elfande Ltd

Surrey House
31 Church Street
Leatherhead
Surrey KT22 8EF

t + 44 (0)1372 220 330
f + 44 (0)1372 220 340
mail@contact-uk.com
www.contact-uk.com

Please ensure all necessary artwork and payment is sent in with this form.

QUARTER PAGE ADVERTISEMENTS ONLY:

If you are taking a quarter page advertisement: the layout has a fixed format, but with 3 variations - the image area allows for three different formats of image:

Square: measuring 50mmx50mm

Portrait: fixed width of 50mm, with a maximum height of 82.5mm (the image must fill the 50mm width space)

Landscape: fixed height of 50mm, with a width of up to 94mm (the image must fill the 50mm height space)

NB Only ONE image allowed per advert.

Also note: there is less area for text if you use the landscape image format.

SUPPLY OF IMAGE (Also see overleaf)

Your image can be supplied as transparency, photographic print or as a digital file.

Digital file technical specifications:

Resolution: 300 dpi (min) - 350 dpi

File type: Tif

Format: RGB or CMYK

Size: Image to be at least size required for repro as follows:

Square: to fill 50mm x 50mm

Portrait: minimum width 50mm

Landscape: minimum height 50mm

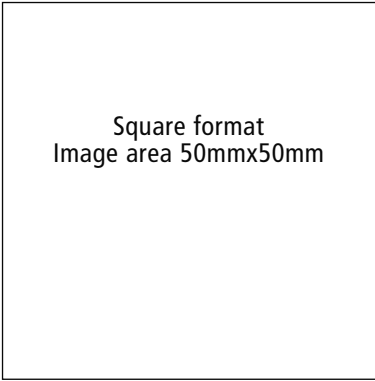
NB If you have opted for postcards as well, the image needs to be large enough for the postcard requirements (105mmx148mm).

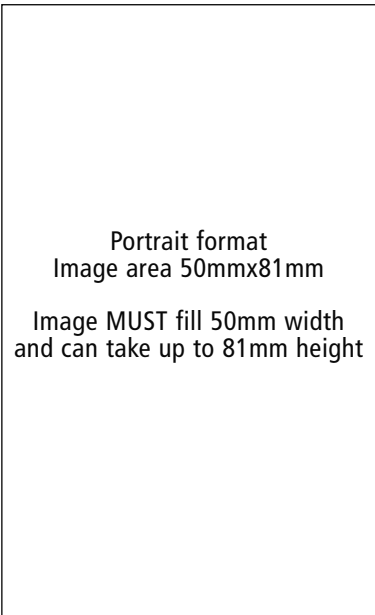
SUPPLY OF TEXT INFORMATION


Your text can be supplied either written, digitally as a .txt or .rtf, or emailed to us at: production@contact-uk.com along with your image. Do not forget to include all contact details required for your advert.

You will receive a black and white proof for checking text and image crop.

Artwork with payment and this form to be sent to: CONTACT, Surrey House, 31 Church Street, Leatherhead, Surrey, KT22 8EF. Payment can also be made over the phone and artwork emailed or uploaded to our dedicated server.

Photographer:	Name	Details of work undertaken and previous clients. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. At vero. ets sumta no sequetum
		
	Client:	
	House name number and road Town County & post code UK	
	t + 44 (0)0000 000 000 m + 44 (0)0000 000 000 e name@address w www.blah	

Photographer:	Name	House name number and road Town County & post code UK
		t + 44 (0)0000 000 000 m + 44 (0)0000 000 000 e name@address w www.blah
	Client:	
	House name number and road Town County & post code UK	
	t + 44 (0)0000 000 000 m + 44 (0)0000 000 000 e name@address w www.blah	Details of work undertaken and previous clients. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. At vero. ets sumta no sequetum

Photographer:	Name	Landscape format Image area 94mmx50mm
		Image MUST fill 50mm height and can take up to 94mm width
	Client:	
	House name number and road Town County & post code UK	At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. At vero. ets sumta no sequetum
	t + 44 (0)0000 000 000 m + 44 (0)0000 000 000 e name@address w www.blah	

HALF & WHOLE PAGE ADVERTISEMENTS ONLY:

Artwork must be supplied print ready - On the next page you will find all that you need to know about supplying your imagery as digital files. Please read this information carefully to ensure you get the best reproduction of your imagery while avoiding extra charges from incorrectly submitted work.

A black keyline is added to artwork at proofing.
You will receive a colour proof for your checking.

The dimensions for ads are as follows:

**B: Half page: 206.5mmx90mm
£180**

**C: Full page: 220mmx220mm
(223x226 incl bleed) £350**

ALL HALF AND WHOLE PAGE ADVERTISEMENTS MUST BE SUPPLIED AS PRINT READY ARTWORK

Artwork with payment and this form to be sent to: CONTACT, Surrey House, 31 Church Street, Leatherhead, Surrey, KT22 8EF.
Payment can also be made over the phone and artwork emailed or uploaded to our dedicated server.

Please turn to next sheet for information about supplying imagery.

- **Supplying Digital files (Applicable for all size adverts)**

Please supply your digital files for your ad at 300dpi-350dpi flattened 8bit Tiffs. Your files should be tagged with the correct colour space to avoid disappointment (please check below for further details).

We urge you to use a reputable repro house for all scanning. The original scan is the most important point to getting colour correct. The scans should be well balanced, achieved through the technical quality of the equipment and the ability of the operator using it. The scans should also have vital information in highlights and shadows, something a £100 scanner cannot achieve. (Scanning of one transparency or photographic print is included in the page rate for quarter page ads only.)

Supplying RGB Tiffs:

Your files need to be tagged with the colour space RGB(1998) NOT sRGB or any other colour space as other colour spaces will not map well to CYMK colour space. With your digital files you need to supply 'aim prints' generated from the digital files. The size of your files should be at least the size they are to appear, and up to 10% larger. The book is produced in 4-colour process (CMYK), not RGB. Any RGB conversion into CMYK is not an exact match but an interpretation. Examples of some colours we cannot produce in CMYK are: metallic gold, silver, fluorescent inks and some vibrant greens, reds and blues, this includes exact Pantone colour matching. We wish to point out that when providing 'aim prints' from inkjet printers you will find they are able to print colours outside the 4-colour process gamut and may give a false idea of the final interpretation of the colour.

When images are supplied in RGB we will convert into CYMK on receipt of files and colour correct within CMYK gamut to the 'aim print'. For whole and half page ads - Any re-supply after initial submission of imagery or a lack of 'aim print' with files could incur a minimum charge of £25.00 per image if the first proof is deemed not correct. Otherwise we will correct further to a 2nd proof for free. Thereafter any colour replacement or retouching will incur a minimum charge of £25.00 per image. Colour reproofing is charged at £35.00 per proof.

Supplying CMYK Tiffs:

Your files need to be tagged with our profile. This can be download from: www.contact-uk.com/contactprofile

We cannot guarantee accuracy of colour for any CMYK file which does not adhere to this profile. If files are provided 'untagged' they will be assigned an assumed standard 'Euroscale coated v2' before conversion into the our profile. With your digital files you MUST supply us with a hard copy. This needs to be a colour reference generated from the digital files.

To minimise disappointment we advise that you use a reputable repro house to create CMYK files along with a contract proof. Inkjet printers are not set up to produce contract proofs, they are set up to produce "photographic" results, giving a brightness and vibrancy which may not be achievable in 4-colour process. If you intend to send CMYK files and are using an inkjet printer for your colour reference they need to be calibrated otherwise you can get misinterpretation of file information. For calibrating we advise that you invest in a program such as EFI Designer Edition, which can help in achieving a more accurate output from inkjet printers, making it more representative of final press conditions.

Supplying via email or FTP:

All artwork which is sent electronically must be accompanied by a covering letter and a colour guide by post. The email address that you need to send the artwork to is: production@contact-uk.com (up to 5MB only).

If you wish to send your work via FTP please go to: <http://www.contact-uk.com/upload>

- **Supplying Transparencies (Quarter page adverts only)**

Transparencies should be 10x8" or 5x4" for best reproduction. First generation duplicates are ideal for reproduction, unused beforehand. We have found that 'Masters' have often been used many times and small indentations and scratches not visible on a light box are picked up at scanning. We would also like to point out that the greater the enlargement of any transparency the greater the chances are that uneven emulsion coverage or marks impossible to see at actual size will be seen by the scanners and reproduce as marks which we attempt to remove if visible 'on screen'. Please do not supply glass mounted transparencies as they often break in transit damaging the transparency. If providing crops marked on the tranny sleeve make sure the tranny is securely fixed in the sleeve, as often they shift in transit.

- **Supplying Prints (Quarter page adverts only)**

Artwork and prints should be no larger than A3 in size and able to bend around a drum for scanning.

Tear sheets and inkjet print outs - we advise against these being used as artwork to be scanned as they contain a printing dot which can lead to moire problems, which by blurring the image can help, but never resolve the issue.

Artwork which includes bright inks and light Pantone colours cannot be reproduced exactly by 4-colour process, the worst being electric blues, purples, vivid greens and warm yellows as they can go dirty.