



FOOD & DRINK PHOTOGRAPHERS 14

PACK INFORMATION

- **Technical Information**
- **Frequently Asked Questions**
- **Website information**
- **Layout sheet**

HOW TO USE YOUR PACK:

- **Technical Information**
Within this sheet you will find all that you need to know about supplying your imagery, on disk or as transparency. Please read this information carefully to ensure you get the best reproduction of your imagery while avoiding extra charges from incorrectly submitted work.
- **FAQs**
This information is on page 4 and contains answers to the most commonly asked questions. If you have any queries, please consult this information first.
- **Website information**
This outlines the web portfolio. You will be emailed login and password details for your 20 image folio during September if you are a new advertiser.
- **Layout sheet**
This is on two separate sheets showing the left and right hand pages. You need to mark clearly on these sheets the position of your images, remembering to allow 3mm at edges if full bleed is required. If you prefer, you can supply your layout using the InDesign file downloadable from our website. On a separate sheet please type or write very clearly your contact details and any copy required to go in the index, plus any captions required to accompany images. Accurate crop guides must be supplied, preferably as printouts. Text may also be supplied as a digital text file on disk/upload with the rest of your submission.

Technical information for submission to the book

- **Supplying Digital files**

Please supply your digital files for the page at 300dpi-350dpi flattened 8bit Tiffs. Your files should be tagged with the correct colour space to avoid disappointment (either RGB or CMYK- 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 transparencies and photographic prints is included in the page rate, one image per page.)

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 CMYK 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 CMYK on receipt of files and colour correct within CMYK gamut to the 'aim print'. 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 page.

Supplying CMYK Tiffs:

Your files need to be tagged with our profile. This can be downloaded 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 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.*

When images are supplied in CMYK (correctly) we will output directly from the files to create the 1st proof. Any re-supply after initial submission of imagery or lack of contract proof/colour reference with files could incur a minimum charge of £25.00 per image, if the first proof is deemed not correct. Any colour replacement or retouching to files will incur a minimum charge of £25.00 per image. Colour reproofing is charged at £35.00 per page.

- **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 your submission is over 5MB or you wish to send your work via FTP please ensure all of your work is in just ONE folder that is either stuffed or zipped and go to: <http://www.contact-uk.com/upload> which is our own server specifically for uploading work to.

- **Supplying layouts digitally:**

CONTACT Food & Drink Photographers 14 will be produced using InDesign CS3 in Mac OSX.

If you wish to supply your layout as an InDesign file we suggest you download the layout from our website at:

<http://www.contactbooks.com/downloads> Please make sure you read the 'read me' file supplied as it contains some important information about how to supply your layout. NB We do not accept layouts created in other programmes

such as Quark unless saved down to Quark version 4. All InDesign layouts must be accompanied by a 100% scale printout. If you use InDesign 4 please ensure you supply an Interchange file.

- **Supplying Transparencies**

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. Composite trannies must be in proportion and as final film or they will be charged as extra scans.

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.*

- **IMPORTANT GENERAL INFORMATION**

Please ensure that any digital supply has details to assist access, software used etc. Also, please mark up the actual disk with your name! Any artwork supplied on disk will not be returned unless specifically requested on the disk itself. All supplied files are not sharpened unless they are reduced in size by more than 10%. Composite files will be treated as one image and any colour alterations to Composite files will incur a minimum charge of £70.00 per page.

If sending originals, please ensure that you have a copy of your digital files, transparency or dupes made as Elfande Ltd cannot be held responsible for any loss or damage. We recommend that you do not send any original artwork or original transparencies by Parcel Force, but that you use a Royal Mail Special Delivery service to ensure your work is insured through the post.

Please note: All colours vary when printed using different methods. Colour will vary in several ways, these can depend on some of the following: When images are enlarged or reduced. • When a different paper stock is used. • When the inks used are from different suppliers. • The method used for printing eg with screen or screenless. • The way the image is finished eg with matt or gloss varnish.

* If you need help with colour management please see <http://www.contact-uk.com/Info.html> for an online overview of RGB to CMYK conversion. Click on "Problems with colour?" under Contributor's Information See Pantone solid to process guide for visual clues to how colours can change in 4-colour process

** Visit www.bestcolor.de for further information

Please email the Production Dept. if you have any further technical queries: production@contact-uk.com

^Corrections are charged at an hourly rate of £50hr, minimum charge 30 minutes

^^All prices listed are without VAT and are correct at time of printing

- **OTHER EXTRA CHARGES:**

Additional images on page (above 2 images per dps): digitally supplied image: £15+VAT, transparency/print: £35+VAT

Any alterations to text after initial submission (excepting errors/omissions made by us): £25+VAT

Change of imagery or layout after initial submission (excepting errors/omissions made by us): £35+VAT plus additional scanning/colour correction costs.

FAQs

Here are some of the most commonly asked questions

Q When do you need my work by?

A We accept work from 1st April and the final date for work in is 29th May. We must have all text, imagery and layouts by 29th May and cannot accept work after then. This includes all contact details for the index. Remember, the earlier we receive your work, the more time we have to produce your page and bring it to a satisfactory conclusion.

Q What do I need to supply?

A You will need to provide us with the layout sheet completed with clear positions of your images marked on, all captions noted, all text and copy required, and your trannies/artwork/disks! Plus payment for your page if not already sent in! (Processing of your page cannot proceed if no payment has been received). Please supply all your materials in one submission rather than separately as we will not paginate nor proceed with your page until we have received everything.

Q How many images am I allowed on my double page spread?

A You can have up to two colour images per dps at no extra charge. Please note: All black & white photographs are printed in 4-colour (CMYK) unless otherwise directed. If you choose to have more than two images per dps, please note the extra costs as detailed overleaf. No logos are allowed within the page.

Q Can I find myself facing extra charges?

A You could if you don't keep within our guide lines. Areas where you could face further costs are if you choose to have more than two images per double page spread and if you choose to alter your images/text/layout after your initial submission. You could also face further costs if you provide digitally and your files need altering during your page's production. (Extra costs are detailed within Technical Information.)

Q How do I supply my work digitally?

A We need 300dpi-350dpi flattened 8bit Tiffs, at least the size they are to appear if not larger. (Full details are in the Technical Information.)

Q Do I have to provide my digital files in RGB or CMYK?

A We accept both colour spaces but treat them in different ways, please read the Technical Information for full details.

Q What disks can you accept?

A We accept CDs, DVDs, Mac or PC format. (NB, any work supplied on disk will not be returned unless specifically requested on the disk itself.)

Q Can I send my work via email or FTP?

A We do accept work via email (up to 5MB only). Please read Technical Information for full details. Alternatively you can upload your work direct to our specified server: <http://www.contact-uk.com/upload> (no passwords required, just enter the address in your usual web browser)

Website Information

- **Web portfolio**

Included in the page rate is a 20 image self-managed online portfolio on our www.foodphotographers.com website for one year. You can have up to 20 images, a bio and full contact details with links to your email and website. If you are a current member you are reminded that you can update your imagery and details at any time during the year. If you are a new advertiser with us, you will be sent login and password details during September.

- **E-Book**

Your page from the book is automatically included within the online E-book version. You do not need to supply anything extra for this. The page links to the email and web addresses supplied on your page.