

OPTIONAL EXTRA for PHOTOGRAPHIC SERVICES advertisers PROMOTIONAL CARDS LAYOUT

Please complete this form only if you wish to take up this
OPTIONAL EXTRA, this is not part of the advert rate.
Read all details carefully to avoid problems.

250 A6 POSTCARDS: £75+VAT

250 A5 POSTCARDS: £125+VAT

CARDS ARE PRINTED 4 COLOUR ON ONE SIDE, BLACK AND
WHITE ON REVERSE. ONE IMAGE ON CARD INCLUDED IN PRICE.
A COLOUR PROOF WILL BE SENT FOR CHECKING.

Your name:

OPTIONS AVAILABLE (please tick as required):

A6 promotional postcard design (250 cards) £75+VAT
Please be sure to use the A6 layout on page 2 for your design.
(Price listed is for an A6 design using one image.)

A5 promotional postcard design (250 cards) £125+VAT
Please be sure to use the A5 layout on page 3 for your design
(Price listed is for an A5 design using one image.)

OTHER OPTIONS (please tick as required):

Additional images on your promotional postcard £15+VAT per image
If you wish to show more than one image you will be charged for each extra
image used.

Increase A6 print run to 500: additional £50+VAT for each design

Increase A5 print run to 500: additional £100+VAT for each design

Signed: Date:

Important information

Please Note: We provide a fixed format option for ease of processing. You can, however, design your own look and use your own typefaces to work with your own branding. If you would like to take this option of making a more personal design you will need to provide it ready for print. You **MUST** include all relevant items including typefaces. If you fail to provide all relevant items or the postcard design needs further work in any way other than a straight output by us you will be billed for the errors.

Step-by-Step Users' Guide

This sheet is a guide for both A6 & A5, please be sure to use the correct details. Below is the A6 layout and to the right the alternative A5 including dimensions for both orientations.

Please tick the appropriate boxes to indicate the contact details that are to appear. The relevant information is taken from your details supplied for your ad. Different details may be supplied separately if desired. If you choose to have more than one image you will be liable for extra charges.

<p>Information to appear on card front</p> <p><input type="radio"/> I do not wish to have any text on the front.</p> <p><input type="radio"/> Name and t <input type="radio"/> m <input type="radio"/> e <input type="radio"/> w or</p> <p><input type="radio"/> Name only (As your submission) or</p>	<p>Please indicate type family</p> <p>Default: <input type="radio"/></p> <p>Y Frutiger Bold (14pt) t + Frutiger Roman (8pt)</p> <hr/> <p>Gill Sans: <input type="radio"/></p> <p>Y Gill Sans Bold (14pt) Tel: Gill Sans (8pt) 20 330</p> <hr/> <p>Garamond: <input type="radio"/></p> <p>Y Garamond Bold (14pt) Tel: Garamond Italic (8pt) 30</p>
<p>Information to appear on reverse of card</p> <p><input type="radio"/> Your Name (As your submission)</p> <p><input type="radio"/> Address Details (As your submission)</p> <p><input type="radio"/> t</p> <p><input type="radio"/> f</p> <p><input type="radio"/> m</p> <p><input type="radio"/> e</p> <p><input type="radio"/> w</p>	
<p>Please indicate where you would like your reverse text to be positioned e.g. if you tick the bottom left circle the text would look like this:</p>	

With Bleed area 111mm x 154mm

Postcard Size 105mm x 148mm

Suggested image area 95mm x 139mm

A6

Indicate image to be used here or affix crop guide

Portrait dimensions
Card Dimensions: 105mm x 148mm (A6)
Front: 4-colour • Back: black text only

Suggested image areas are:
95mm x 129mm with details or
95mm x 139mm without details

Landscape dimensions
Card Dimensions: 148mm x 105mm (A6)
Front: 4-colour • Back: black text only

Suggested image areas are:
139mm x 85mm with details or
139mm x 95mm without details

Images can cover full surface of card, but please include 3mm bleed for cropping.

Your Name Here
t + 44 (0)0000 000 000

Your Name Here
t + 44 (0)0000 000 000

Captions are set in this typeface and size as shown

With Bleed area 152 mm x 216mm

Postcard Size 148mm x 210mm

Suggested image area 136mm x 198mm

A5

Indicate image to be used here or affix crop guide

Portrait dimensions

Card Dimensions: 148mm x 210mm (A5)
Front: 4-colour • Back: black text only

Suggested image areas are:
136mm x 184mm with details or
136mm x 198mm without details

Landscape dimensions

Card Dimensions: 210mm x 148mm (A5)
Front: 4-colour • Back: black text only

Suggested image areas are:
198mm x 122mm with details or
198mm x 136mm without details

Images can cover full surface of card,
but please include 3mm bleed for cropping.

Your Name Here
t + 44 (0)xxxx xxx xxx

Captions are set in this typeface and size as shown

Your Name Here

t + 44 (0)xxxx xxx xxx

Postcard General Information

When supplying layouts please refer to technical information. If postcard designs are supplied with images running up to the edge but without bleed we will either enlarge to include bleed or reduce to create a white border. We will produce the postcards and Contact books in Adobe InDesignCS3. If you wish to supply your postcard layout via email you need to send it to: production@contact-uk.com (up to 5MB only). If your work is over 5MB or you wish to send via FTP please use our dedicated server <http://www.contact-uk.com/upload> which requires no special software to use. Proofing runs alongside the book production, colour proofs will need to be returned to us for printing reference. Postcards are distributed when the books are published. When forms have missing information or are not completed correctly we will use our default layout. (Any re-supply of artwork after initial supply could incur a charge).