

# CONTACT 27

## TECHNICAL SPECIFICATIONS

### FIXED FORMAT PAGES ONLY (includes all single pages)

#### Supplying Digital files

**Resolution:** 300dpi-350 dpi (colour images)

1600 dpi for black and white bitmap/lineart illustrations

**Colour space:** tagged with the correct colour space

RGB: RGB (98) (not sRGB), (no RGB files for free format) or

CMYK: download our profile from

[www.contact-uk.com/contactprofile](http://www.contact-uk.com/contactprofile)

**Format:** flattened 8bit Tiffs preferred

For vector-based applications such as Freehand or Illustrator,

please provide your files as EPS files or .ai.

NB No photographic work is accepted in 'Adobe Illustrator'.

**Size:** files should be at least the size they are to appear, up to

10% larger if possible. (Full bleed image approx 40MB)

Images supplied in RGB will be converted into CMYK on receipt of files and colour corrected within CMYK gamut to the 'aim print'. Any re-supply after initial submission of imagery or a lack of 'aim print' with files will 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 £25.00 per page/£35 per dps.

When images are supplied in CMYK (correctly) we will output directly from the files to create the 1st proof. We cannot guarantee accuracy of colour for any CMYK file which does not adhere to our profile. If files are provided 'untagged' they will be assigned an assumed standard 'Euroscale coated v2' before conversion into our profile. 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. 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 £25.00 per page/£35 per dps.

#### Supplying Vector-based files (Illustrators only):

Please remember to convert all type to outlines and 'trap' your final images to assist the printing process - exact fit is almost impossible unless this is done. We cannot correct this oversight, which sometimes leads to a white line between colour changes! (Consult your manual for more information about how to do this.) **Vector-based files must be provided in CMYK** with no spot colours or RGB colours and should be tagged with our profile. This can be downloaded from: [www.contact-uk.com/contactprofile](http://www.contact-uk.com/contactprofile).

**IMPORTANT:** Colours that are layered will show through 100% blacks that are placed over them. To avoid this, we strongly recommend that you use a 'rich' black which contains a mixture of colours, we suggest your black consists of these percentages: Cyan: 40% Black: 100%. Please check file in self-initiated test to avoid possible postscript errors. When images are supplied as Vector-based files we will output directly from the files to create the 1st proof. Any re-supply after initial submission could incur a minimum charge of £25.00 per image. 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. Postscript errors will be billed.

#### Keylines:

Please do not supply keylines in your image unless you are an Illustrator using a vector-based application. Please specify the keyline required and we will add it in InDesign at no extra charge.

**Aim prints:** With your digital files you need to supply 'aim prints' generated from the digital files supplied. 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.

Artwork must not be larger than A4 in size. We will only accept work on card,. Glass, blocks of wood or any other thick material cannot be scanned. Work must also be properly fixed (eg chalks). (See note "If sending originals..."). The cost of scanning flat artwork is not included in the page rate and will be charged for.

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.\*

#### Supplying your layout

You may either draw your layout on the sheet provided (fixed format pages only), or supply it to us digitally as detailed on back page.

**Further details are on the next pages.**

## FIXED FORMAT DETAILS

### SINGLE PAGE

Page Dimensions: 216mm x 280mm  
Image area for single page:  
192mm x 217mm

#### TEXT AREA SINGLE PAGE

Three or four columns of text set in the house typeface. Column 1: Primary details only. Columns 2-3: further contact details or agent details/biography/client list. (Your Contact A Creative address will be added automatically to your primary details, if room allows). Fourth column: additional text OR a logo.

#### IMAGE AREA SINGLE PAGE

3 full colour images are allowed for in the page rate. Logos/mugshots are treated as one of the images allowed in the page rate. The scanning of artwork is not included in the page rate. Image area allowed is 192mm x 217mm, positioned 51mm from the top of the page and centred from the edges of the page. You are not allowed to bleed off the page. Keylines are optional, but please do not add them to digital files as we will set the requested size in the page document, (recommended not less than 0.5pt as shown). We advise against coloured or tinted keylines.

Any reference within your text or images to competitor publications/websites will be edited, (No web addresses or any other contact details may be included in the image area, this includes any artwork created with a self-promotional web address within it).

Text corrections are not accepted after 17th December 2010 (all alterations to text are subject to extra charges).

Our book is produced in 4-colour process, no spot colours are used. Flat background colours will not be given any precedence over the colour of any image, because of this we do not advise the use of any background colour other than 100% black.

This layout can be supplied as an InDesign CS document, the documents can be downloaded from our website at: <http://www.contactbooks.com/downloads> or contact the production department at: [production@contact-uk.com](mailto:production@contact-uk.com)

**TO AVOID PROBLEMS PLEASE READ THE TECHNICAL DETAILS OVERLEAF BEFORE YOU START**

## FREE FORMAT PAGE DETAILS

### FOR DOUBLE PAGE SPREADS ONLY

Page Dimensions:  
each page: 216mm(w) x 280mm(h)  
spread: 432mm(w) x 280mm(h)

If you are taking a double page spread you have two options.

- A You can use the set fixed format layout as shown opposite but instead the image may use the whole area below the text, and the right hand page can be used completely for imagery. (Remember to include an extra 3mm if you wish your image to reach page edge - dps only.)
- B Free format option. You can design your own page placing imagery anywhere on the spread. If you choose this option you must supply your artwork print ready, either as a CMYK colour-profiled pdf or as a finished CMYK InDesign file with all links and fonts included. You must check the technical details to ensure correct artwork is supplied.

**TO AVOID PROBLEMS PLEASE READ THE TECHNICAL DETAILS BEFORE YOU START**

**The technical details below are for free format double page spreads only:**

All imagery must adhere to the following:

High resolution: 300dpi

CMYK embedded with Worldprint profile downloadable from [www.contact-uk.com/colourprofile](http://www.contact-uk.com/colourprofile) or with EuroscaleV2

No spot colours allowed

**Proofs:** Professional Pass4Press CMYK proofs to size and position must be provided with all free format supplied artwork. If no proof is supplied we will produce one proof within the rate but should ANY alterations/resubmissions be required after original submission (irrespective of whether a proof is supplied) there will be a charge based on £50 per hour, minimum charge 30 minutes. Our standard charges will apply if any alterations are required from the untouched files.

To avoid extra image charges (6 images per spread) supply as a pdf/Photoshop file.

3mm bleed must be allowed on double page spreads if you wish image to reach page edge (double page spreads only)

# INFORMATION FOR ALL PAGE SUBMISSIONS

## Supplying via Email or Upload:

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](mailto:production@contact-uk.com) (**up to 5MB only**). If your work is over 5MB or you wish to upload your work please use our own dedicated server at:

<http://www.contact-uk.com/upload>

This is the store for all uploaded work and is preferred over remote systems. No upload software is required. Please zip files in one folder.

## Supplying layouts digitally:

CONTACT 27 will be produced in InDesignCS4 via MacOS. If you wish to supply your layout as an InDesignCS file we suggest you download the layout from our website at: [www.contactbooks.com/downloads](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.

If you use InDesign CS5 please ensure you create an InDesign Interchange file so we can open it in CS4 (export with .inx extension).

NB We do not accept layouts created in other software programmes such as Quark Xpress.

**Scanning:** 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 due to the technical quality of the equipment and the operator using it. The scans should also have vital information in highlights and shadows, something a £100 scanner cannot achieve. (Scanning of artwork is included in the page rate [fixed format only], up to 3 images.) 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 programme such as EFI\*\*, which can help in achieving a more accurate output from inkjet printers, making it more representative of final press conditions.\*

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.\*

All postal submissions to be sent to: Contact Creative UK LLP, Surrey House, 31 Church Street, Leatherhead, Surrey KT22 8EF

## IMPORTANT GENERAL INFORMATION

Please ensure that any digital supply also 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 individual image colour alterations to Composite files will incur a minimum extra charge per page.

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

## Extra charges:

Each flat artwork supplied for scanning - £25 per scan.

Up to A4 size only.

Each image above the three allowed within the page rate - £15

Extra images/categories in the thumbnail section above the one free selection included per advertiser within the page rate: £10 each image/category

Changes to text after original submission: £25 (unless our error) per page

Changes to layout after original submission: from £25 per page

Resubmission of work after proof has been output from original submission: from £25 per page

Books that need to be sent to outside the UK will be charged as per Royal Mail postal charges.

All colour correction and changes to either text, colour or positions are charged at £50 per hour with a minimum charge of 30 minutes. All extra proofs are £25 per page/£35 per spread.

**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 • Different paper stocks • 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/Colour/colour.html> for an online overview of RGB to CMYK conversion.

See Pantone solid to process guide for visual clues to how colours can change in 4-colour process

\*\* Visit [www.EFI.com](http://www.EFI.com) for further information

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

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

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