



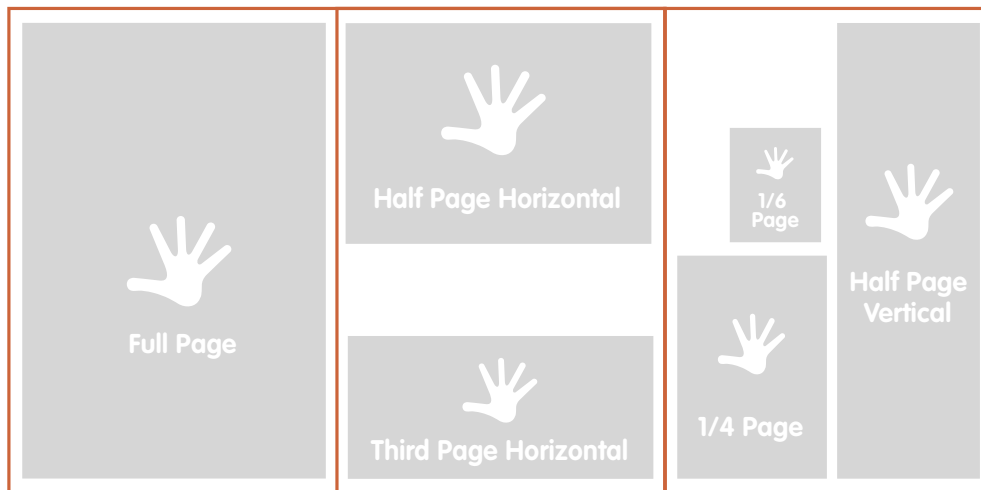
Out of Hand Ltd

Artwork Specifications Adverts

Please ensure artwork is supplied in line with these specifications. Artwork received that is not in line with these specifications may be subject to amend charges. Out of Hand cannot accept responsibility for print errors where artwork has been supplied incorrectly.

If you have any questions please do not hesitate to contact the us:
Please phone 0117 953 6363 or Email: ads@outofhand.co.uk

Sizes



Double Page Spread (DPS)

246mm height x 336mm width (Including 3mm bleed on all sides)

Inside Front Cover

246mm height x 172mm width (Including 3mm bleed on all sides)

Outside Back Cover

246mm height x 172mm width (Including 3mm bleed on all sides)

Full Page

230mm height x 158mm width (No bleed required)

Half Page Horizontal

158mm height x 112.5mm width (No bleed required)

Half Page Vertical

230mm height x 76.5mm width (No bleed required)

1/4 Page

112.5mm height x 76.5mm width (No bleed required)

1/3 page

73mm height x 158mm width (No bleed required)

1/6 page

73mm height x 76.5mm width (No bleed required)

Set Up

Files should be supplied, including bleeds and crop marks where necessary (see above). Please centre all artwork within the document page. Please ensure no excess artwork remains on the art board.



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Imposition & Folding

All artwork supplied that requires a particular imposition or folding must be accompanied by printed proof that is imposed and folded as required.

Bleed

Artwork for the back cover and/or a double page spread must include a 3mm bleed on all sides (see sizes above), all text and images should be at least a further 5mm from the crop guides. To ensure correct printing an appropriate border will be added to all artwork supplied without correct bleeds.

Resolution

All non-vector artwork should be supplied at a minimum of 300dpi, any artwork supplied lower than 300dpi will print blurred. EPS and Illustrator files should have their final output set to 2540. PDF's should be set as follows; overall resolution of 2540, individual line art resolution of 1200dpi and individual bitmap resolution of 300dpi. An Out of Hand alternative to Acrobat Distiller's Press settings is available on request; this is set exactly as required to achieve best possible results.

Colour

Artwork should be completed and saved in CMYK process, Out of Hand cannot take responsibility for any unexpected results experienced from artwork supplied in non-CMYK colour. Please delete all unused colour swatches from the colour palettes. Do not use Pantone or similar colours.

Please note that it is unlikely that the colours shown by your monitor will be the same as is produced by the printing process, this is because a monitor displays in RGB and is subject to Balance and Contrast adjustments (like a TV). Please also note that a desk Inkjet or Laser printer will also not truly reflect print colour, as these printers are not calibrated to do so.

Ink coverage

Maximum ink coverage must be no more than 240%, we recommend a vibrant black is created with 100% Key, 40% Cyan & 20% Magenta. Any thin text and/or artwork will not appear crisp if ink coverage is supplied too high

Type

All fonts used should be embedded (PDF's) or converted to outlines (EPS, Illustrator). We can accept Mac fonts for Mac generated artwork but cannot accept any artwork that requires PC fonts. If Mac fonts are supplied please ensure all, and only the correct fonts, are supplied including both the postscript (printer) and screen fonts.

Transparencies

If using the transparency functions in Illustrator and Freehand generated files, transparencies must be flattened and the files then converted to PDF or bitmap (TIFF or JPEG) before supplying. Transparency in vector programs is still in its infancy and Out of Hand can not accept any responsibility for any unwanted results if this is not done.



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Overprint & Knockout

Please ensure that no elements of the design are set to overprint unless specifically required. We cannot always check for this and it is likely to generate unexpected results.

Corel generated files

Please convert all files generated in Coreldraw and Corel Photo-paint to bitmap files; (TIFF or JPEG). Saving Coreldraw documents as EPS files is possible but may alter the artwork - if you wish to do this please open the EPS files in Illustrator or Freehand to check they are as expected or impose in Quark and print a postscript file and again check that they are as expected.

Quark features

You should not change imposed picture sizes in Quark, the files should be re-sized in Photoshop /Illustrator and then imposed at their full size. You should also not use the text display attributes (Bold, Italic, etc) in Quark, instead use font families with suitable choices. Both these options may not work when the file is ripped and may generate unwanted results.

Photoshop files

Please save all Photoshop files as either uncompressed TIF files or Photoshop EPS files. All Photoshop files must be flattened prior to saving, TIF files saved with layers or EPS files containing vector information may not work correctly when the file is ripped and may generate unwanted results.

Freehand files

Please save all Freehand generated files into editable EPS files.

Corel generated files

Please convert all files generated in Coreldraw and Corel Photo-paint to bitmap files; (TIFF or JPEG). Saving Coreldraw documents as EPS files is possible but may alter the artwork - if you wish to do this please open the EPS files in Illustrator or Freehand to check they are as expected or impose in Quark and print a postscript file and again check that they are as expected.

Artwork origination & supply method

We advise that artwork is generated only in the following design programs:

Photoshop, Illustrator, Freehand, Quark Xpress and Acrobat.

Out of Hand cannot accept responsibility for any unwanted results from artwork originally generated in any other package (Please see the special note above regarding Corel which it is possible to use). This is especially true of 'office' programs such as Microsoft Word, Powerpoint, etc, regardless of how the files are exported.

Artwork should be saved in the following file formats:

PDF, EPS, TIFF, or JPEG



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Alternatively a Mac generated open application file can be supplied using one of the following applications (and previous versions). Please remember to include all fonts and images required (We can not except open PC files):

Adobe Photoshop 7, Adobe Illustrator 10, Quark Xpress 4.1

Files should be supplied uncompressed wherever possible; Stuffit / Drop Stuff may be used to compress files if necessary.

Ideally artwork should be supplied on a CD or 100mb Zip disc. Artwork may only be E-mailed if the file size is less than 3 megabytes, please phone to pre-arrange this. All files over 3mb should be uploaded to our website, again please phone first to arrange this.

ZIP discs will be returned with completed printing. CDs will not be returned unless specifically requested at time of order. We also do not hold any supplied artwork.

All artwork must be supplied with a colour proof, Out of Hand cannot accept responsibility for any printing errors if no proof is supplied. All non bitmap artwork sent digitally must be sent with a clearly labeled JPEG proof

We aim to check and prepare for print all artwork as soon as it received, if you need to amend your artwork and re-supply it you must phone the office to arrange this. Out of Hand cannot accept any responsibility if incorrect versions are printed when multiple versions have been supplied with no phoned instructions have been given. If the files are complex and take significant time to prepare for print a charge may be made for re-supplied files.

Artwork supply address

Post artwork to: **Out of Hand Ltd
Hebron House
Sion Road
Bedminster
Bristol, BS3 3BD**

E-mail adverts to: **ads@outofhand.co.uk**

Confirmation

Adverts will only be processed on receipt of written, fax or E-mail confirmation of the full order and receipt of payment, or authorised Purchase Order where agreed credit terms exist.

Terms & Conditions

Standard terms and conditions apply, available on request.

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Email: ads@outofhand.co.uk