



Advertisement copy requirements - guidelines for digital copy

BRITISH DAIRYING prefers to receive digital files the specifications for which are:

File Format:

Complete documents - Macintosh, Quark Xpress files are preferred. However, Mac or PC versions of Quark Xpress, Adobe PageMaker, Adobe Photoshop are acceptable.

Adobe Illustrator: save file as Illustrator EPS

Macromedia Freehand: export file as Macintosh EPS and make sure the box to Freehand Document is checked

Corel Draw: files should be exported as Illustrator EPS file format, with fonts converted to paths.

All images used in the page must accompany the applicable file

Do not send images that are not intended to print (ie. positions - the Quark page with image on it is enough to position a high resolution scan)

Do not supply files as PostScript Do not supply WORD files

Image Formats:

DCS2 5 file format is the preferred format for colour images

However, CMYK EPS Single File, and CMYK Tiff are acceptable

Mono images should be: Mono EPS, Mono Tiff

Duotones and Tritones should be merged in Photoshop when required to output in a four colour set

File Sizes:

Tone graphics should be supplied at a minimum of 300dpi at 100%

Line graphics should be supplied at a minimum of 600 dpi at 100%

Never use jpeg compression. Avoid other use of compression

PDF Files:

Should be saved as high resolution in composite format, using Linotype Herkules ppd

Fonts:

Repro house hold Linotype and Bitstream font libraries. Any other fonts should be supplied with the job. Avoid True Type fonts.

Important Notes:

A mono or colour laser proof must be supplied to allow for verification of fonts and EPS and image positions. Clients should ensure this is the latest proof incorporating any final changes. If no final proof is supplied BRITISH DAIRYING cannot be held responsible for the accuracy of the film output and eventual printing of the advertisement.

If changes are requested after the file is supplied a laser proof of the revised file will be issued by us which must be signed off by the client.

All disks, CD's must be clearly labelled with the advertiser's identity.

Further information: Advertisement Office: Tel: 01438 716220 Fax: 01438 716230