



## **Guidelines for the production and submission of artwork**

### **FREE ARTWORK What is included...**

We can provide free artwork for advertisements subject to the following guidelines:

You must provide clear copy for us to follow, ideally in the actual size. You should not use too many words such that they will not fit in the space.

If you wish us to include logos you must provide either good black and white copy or a suitable computer image subject to guidelines given below.

If you wish us to include photographs and illustrations you must provide them according to the guidelines given below. You may also submit good quality hard copy.

Any specialized typefaces you want to be used must be named, and if they are not common you must supply them electronically.

Any clip art you want to include must be provided unless it is very general, e.g "flowers" "dog" etc. If you want a antirrhinum you must provide it. If you want a shiatsu, you must give us a drawing.

If you provide material which is not of a good standard, we will do our best, but remember this takes longer and may not produce good results. For example, scanning an existing advert used in another publication will not produce the best results.

Whilst we will take into account your wishes, the artwork will be produced using our best skills to produce a finished product that will represent your business to the best.

We will provide a free proof copy by email. If you require a hard copy an additional charge is made. We will put right any mistakes such as misspelling and omissions from the copy you provided, but any additional changes will be charged.

Because of the limitations of the printing process we cannot guarantee colour matching.

The copyright of the artwork is retained by Paradox. You may not use our artwork in any other publication without our prior permission.

### **... and WHAT IS NOT INCLUDED**

We do not provide a free design service. If you want us to produce an advertisement specifically to your requirements, this is possible but would be charged as a commercial job at a rate of £30 per hour. An advert to your own design can be modified as many times as you like, after all you are paying for the modifications. You will own the copyright of the finished advertisement.

We do not provide artwork that takes us longer than the standard free time which is defined for each size advert as follows: one eight or smaller: half hour, one

quarter or one half: one hour, full page: one and half hours. If it takes longer than the standard time we will charge at the rate of £30 per hour.

Any specialized typefaces, clipart, maps and drawings will be charged as extras. We use the services of commercial artists where appropriate, but this can be very expensive.

We will not use any material which, in our opinion, contravenes copyright regulations.

## **SUBMITTING FILES**

Files may be submitted by email, on CD or DVD, on memory stick and certain camera memory devices.

Any large file should not be submitted by email. Please use the facility on our website at [www.welovesomerset.com](http://www.welovesomerset.com) where you will find a service called SendThisFile

We prefer files to be submitted as JPG, TIFF or EPS. If you are using the jpg format you should choose the best quality least compression option.

If the file is a colour image it should be submitted in CMYK format where possible. For black and white images they should be submitted as greyscale.

Files that are submitted as Word documents, Powerpoint presentations, Publisher files and so on are not of professional quality and will be treated as copy not as final artwork. Any image files included in these should also be sent separately.

Files in PDF format are acceptable, but we have experienced some problems with these. Fonts should be embedded. Do not use hairline line widths. Use at your own risk.

Files in native format such as Adobe Illustrator, Photoshop, Corel Draw and so on might be acceptable. Please enquire. However it is much better to convert to JPG, TIFF or EPS if submitting finished artwork.

Total average coverage (TAC) should not exceed 300%

## **COLOUR MATCHING, AND THE COMPUTER SCREEN**

The computer screen displays in RGB format while the printing process works in CMYK format, therefore what you see on screen is not necessarily what you will get. To minimize problems remember to convert all included images to CMYK and use CMYK colour tags within the programme used to create the artwork.

We can provide printed CMYK proofs if required for a small charge.

We do not guarantee precise colour matching. Whilst this is technically feasible, the cost of it is beyond the scope or requirement of our publications. Most of the time the colours will be approximately correct, that is there will be some shade differences but not vast differences. Usually when errors do occur it is because finished artwork has been incorrectly submitted.

We advise you to produce the copy in the correct finished size (not scaled). You should print out a copy to ensure that it looks correct off the screen.

Artwork should be submitted at 600dpi for line artwork, 300dpi for half-tones (photographs), and 600dpi for composite images comprising text, line artwork and half-tones.

## **DIGITAL PHOTOGRAPHS**

When using a digital camera, use the highest resolution setting possible. We want the finished image when viewed at actual size to be 300 dpi. The average file size for this size image is probably 1Mb or more.

We prefer digital images in .tif , .jpg. or .eps format. If you are using the .jpg format you should choose the best quality least compression option.

Do not embed photographs in a Word document. Provide the images as separate files.

Make sure your photographs are cropped correctly, and remember that if you are only going to use a small portion of a large image the final product may be very low dpi.

Web images are often only 72dpi or less. They will produce poor results.

## **PROOFREADING**

We provide a free proof by email. Any changes should be notified as quickly as possible. We will put right any mistakes such as misspelling and omissions from the copy you provided, but any additional changes will be charged.

You are responsible for notifying us of any changes required before publication.