

This publication is perfect bound 304mm high x 240mm wide
The pages are designed to a house-style with client information text copy set on the left hand page.

Please complete the word document sent with this specification and return it with your complete artwork as soon as possible.

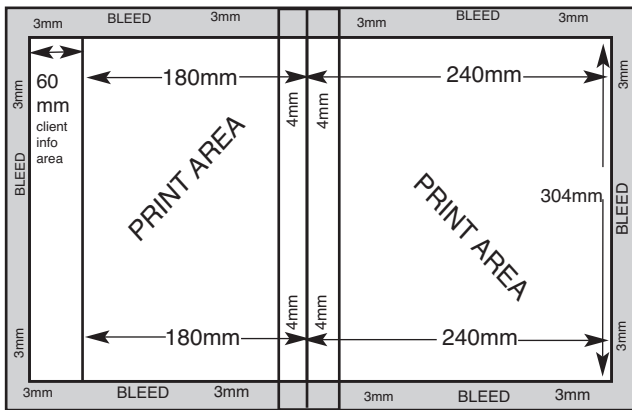
Dimensions for DPS

1st DPS Please allow 60mm wide for Client information copy area on 1st DPS:

Bleed 310mm high x 486mm wide

Trim 304mm high x 480mm wide

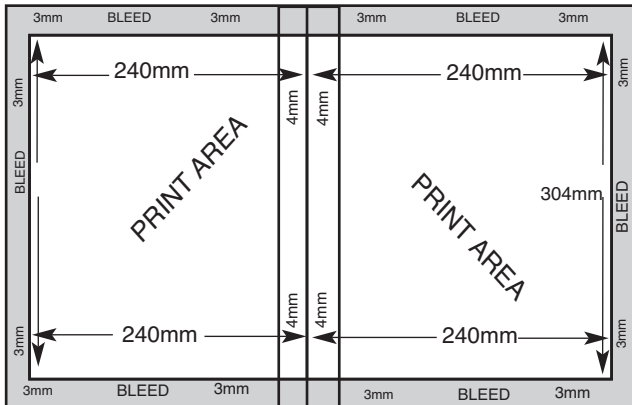
Trim for type area at least 8mm from the gutter



2nd & subsequent DPS

Bleed 310mm high x 486mm wide

Trim 304mm high x 480mm wide



Page Layout example:



Our first requirement is an EPS file thus avoiding any font conflicts etc.

We can accept EPS files in the following format:

Quark, Photoshop, Freehand*, Illustrator*.

*Any clients supplying **Freehand** or **Illustrator** files, please ensure you create outlines, flatten layers and save as an **EPS**.

PDFs: Ensure Images are **CMYK** and all fonts are **embedded**.

EPS files with Jpeg encoding are NOT acceptable

Save **all** your colour work as "process separated" & "**CYMK**"; **not** RGB or Pantone & at a minimum of **300dpi**.

If you wish to supply **InDesign** files, please supply your file as a EPS with all **fonts embedded**, all **layers flattened** and all images **CMYK**.

If you have logo's on the outside edge, please ensure that they are at least 10mm away from the trim.

Please ensure that your images or text do not run into the minimum 4mm binding edge area or they will be lost in the spine.

100% black will not give you a rich dark black background so please add at least 50% cyan to it for large areas of black.

PROOFS:

As this is a yearbook, we strongly recommend that we produce a Cromalin hard copy proof for you to check colour and content.

There is a production charge of £50 per double page spread.

Please confirm that you would like me to run a spread for you or let me know if you are happy to check PDFs.

NB: Colour accuracy cannot be checked on a PDF proof.

We cannot accept any files created in Pagemaker, Corel Draw or Ventura.

Files can be sent to us via:

FTP:

Host: 87.236.253.103

Username: DW FTP

Password: dolphin

Clearly label your file with your COMPANY NAME and place in the DW AD DROPBOX.

Email: janice.thompson@centaur.co.uk

If the file is too large (10mb+) we require you to stuff the file.

Post:

Janice Hoyes-Thompson,

Design Week (brand books),

St Giles House, 50 Poland Street, London, W1F 7AX

If you have any queries please do not hesitate to contact the Production Department on **020 7970 6262** or email janice.thompson@centaur.co.uk

Inserts: For inserts going into all copies please supply 7,000 copies.

Deliver to: Claire Wilson at Pensord Press, Tram Rd, Pontllanfraith, Blackwood, Gwent NP12 2YA.

Loose Inserts must be supplied pre-trimmed and should fit within the book trim area of 304mm x 240mm

Bound Insert trim allowances:

Head Trim: 7mm

Biding edge trim: 3mm

Foot Trim: 7mm

Foredge: 6mm

Inserts must be pre-folded, boxed (not on pallets) and labelled:

Design Week, Brand Communications Book/YOUR company name

Inserts supplied oversized or in need of folding will be subject to an additional folding charge.