

BUSINESS BRIEFINGS

A4 Mechanical Specifications

The Touch Briefings Series of international industry-specific analyses. Focusing on specific markets or sectors, each publication gathers together the views and expertise of relevant specialists to create in-depth reports and strategic analysis.

Available in print and via the Touch Briefings website.

The Touch Briefings Series

Mechanical Specifications

Single Page (trim/actual page size)	210mm(w) x 297mm(h)
Single Page (including 3mm bleed)	216mm(w) x 303mm(h)
Double Page Spread (trim/actual page size)	420mm(w) x 297mm(h)
Double Page Spread (including 3mm bleed)	426mm(w) x 303mm(h)

(Our publications are perfect-bound – please allow a 10mm margin in the spine on Double Page Spread advertisements.)

Half Page Horizontal (trim/actual page size)	210mm(w) x 144mm(h)
Half Page Horizontal (type area)	179mm(w) x 128mm(h)
Half Page Horizontal (including 3mm bleed)	216mm(w) x 150mm(h)
Half Page Vertical (trim/actual page size)	116mm(w) x 297mm(h)
Half Page Vertical (type area)	100mm(w) x 266mm(h)
Half Page Vertical (including 3mm bleed)	122mm(w) x 303mm(h)

(It is advised that type is not placed within 10mm of the trim edge.
All bleed specifications include a 3mm all-round bleed to allow for left/right or top/bottom placement.)

Logo – Contents page/Sponsorship Packages only

Logos should be supplied at a minimum of 300dpi and a minimum width of 50mm.
Preferred format: Vector eps (eg Illustrator)

Advertisement materials should be supplied electronically in the following formats:

- **QuarkXPress** – files must be supplied to our exact specifications (see page 6)
- **Adobe Illustrator**
- **Adobe Photoshop/Paint Shop Pro** – images must be supplied at a minimum resolution of 300dpi as TIFF, EPS, JPEG or BMP files
- **Macromedia Freehand**
- **Adobe Indesign**
- **Adobe Acrobat PDF 1.3** – files must be supplied to our exact specifications (see page 5) – style files and appropriate printer drivers are available for download from our website (www.touchbriefings.com/specifications)

Materials cannot be accepted in the following formats: CorelDraw

Touch Briefings holds licences for all Adobe fonts –
all non-Adobe and company-specific typefaces should be supplied separately.

If available, please forward a correct-sized colour guide, clearly detailing any discrepancies.
If your material is being supplied by e-mail/ISDN please forward the colour guide by post/courier.

We will provide a soft proof (Adobe PDF) for final approval. Please note we do not supply hard copy contract proofs.

If assistance with the layout of your advertisement is required please contact our Production department (production@touchbriefings.com) as soon as possible. Touch Briefings' Design and Production departments will endeavour to provide assistance.

Key:

No text area

Bleed

Trim (Actual Page Size)

Single Page
297mm x 210mm

297mm (h) x 210mm (w) (trim/actual page size)

303mm (h) x 216mm (w) (including 3mm bleed)

10mm (no text area)

297mm (h) x 420mm (w) (trim/actual page size)

303mm (h) x 426mm (w) (including 3mm bleed)

10mm no text area

20mm no text area (10mm inside of each page)

Double Page Spread
297mm x 420mm

Technology & Services Section

Web articles should be between 1,500 and 2,000 words in length and be journalistic in nature. The article can take the form of a corporate report on products and services or, preferably, an industry-oriented piece analysing or reporting on any aspect of your choice. Please note a maximum of THREE images can be accepted for the Technology & Services Section.

The article will be laid out and edited to house style and should be supplied in one of the following text formats:

Microsoft Word — images must not be embedded but supplied separately at a minimum resolution of 100dpi as TIFF, EPS, JPEG or BMP files

QuarkXPress – images must be supplied separately at a minimum resolution of 100dpi as TIFF, EPS, JPEG or BMP files

Materials cannot be accepted in the following formats: CorelDraw, Microsoft PowerPoint, Macromedia Freehand, Wordperfect.

- Hyperlinks are not available from the Technology Section.
- An Abstract, which will appear on the 'Supplier Zone' as a link to the article, must be clearly marked. This text should be no longer than 120 words.
- The Contents Pages of the publication will not include details of Technology & Services Articles submitted after the copy deadline.

The Supplier Profile

Please complete 'Supplier Zone Details' form, to be supplied by production department. Full contact details should be supplied, i.e. company name, address, telephone and fax numbers plus URL and email addresses.

Company Logo

(minimum resolution of 100dpi as TIFF, EPS, JPEG or BMP file)

Links to own company website for:

- Press releases
- Corporate presentations
- Case Studies
- Testimonials
- Products/Services pages

Search Engine Optimization

To enhance the ability of search engines to locate these supplier pages, please provide up to a maximum of 10 specific key words that a potential user of your product/service might input when searching. For example, Diagnostics, Supplier relationship management.

Supplier Zone Categorization

Please select the supplier category from the supplied list that you would like your company to appear under.

Should you feel that none of the categories describes the area your company is involved in you may contact us with an alternate category suggestion. Please note, the categories are kept to a minimum in order to retain consistency and relevancy of the Supplier Zone and as such we cannot guarantee their inclusion.

[Click here for example of Supplier Zone](#)

Supply of Materials

Please supply material on:

- 3.5" diskette
- Zip
- DVD-ROM
- CD-ROM

or via **Email:** production@touchbriefings.com

Large documents (over 6Mb) supplied via email or ISDN must be compressed by WinZip, WinRAR or Stuffit; maximum being 10Mb.

Macintosh Users

If you have 'fetch' or similar ftp application please use the following details:

host: **83.217.102.169** username: **bbgquest**
password: **ftpacc3ss** directory: **bbldesign**

PC Users

Access through a Web browser or ftp application:
ftp://83.217.102.169/bbldesign
username: **bbgquest** password: **ftpacc3ss**

When supplying files, please state clearly which Business Briefing title the materials are for.

UK customers may send material via **ISDN:**

020 7490 3541.

Please ensure all materials are clearly marked for the Business Briefing publication in which they are scheduled to appear and if sent by post/courier are addressed to:

Production Department,

Touch Briefings Ltd
Cardinal Tower
12 Farringdon Road,
London EC1M 3NN,
to arrive **no later** than the approved copy date.

The Publisher is not responsible for shipment, carriage or postage payments incurred for the delivery of any goods whatsoever to the premises of the Publisher unless otherwise agreed. All other Terms and Conditions of booking apply.

Guidelines for ADVERTISEMENT MATERIALS Acrobat PDF CMYK

1. Supplied Proofs

It is strongly recommended that you produce your final internal check proof from the PDF, as opposed to direct from your page make-up package. This allows you to check the data and content you will be supplying.

Hard-copy proofs representing the supplied files should accompany all supplied electronic documents, and any discrepancies between proofs and supplied data should be clearly marked. It is preferable for proofs to be actual size.

2. Images

All graphics must be final output resolution – 300dpi (minimum) composite CMYK files. DCS images are not appropriate for this workflow.

3. Provide a Directory Listing

A printout of the directory listing should accompany all data.

4. Generating PDF for Print

The following settings are appropriate for the generation of high-res PDF files.

(i) Print Postscript from your Page Make-up Package

Print Postscript using, ideally, the Scitex Bridge ppd_L2 (available for download from our website). Ensure all placed graphics are linked and 'OK' in Picture Usage before printing.

Print Menu Settings for printing Postscript:

The following are relevant settings that we have found to be appropriate for our workflow:

- Registration – Centred; Registration Offset – 11pt, Bleed – 3mm;
- Set the Paper Width to 235mm and Paper Height to 322mm;
- Page Positioning – Centre, Separations – Off;
- A Quark 4 Print Style file for A4 pages and appropriate printer drivers can be downloaded from our website.

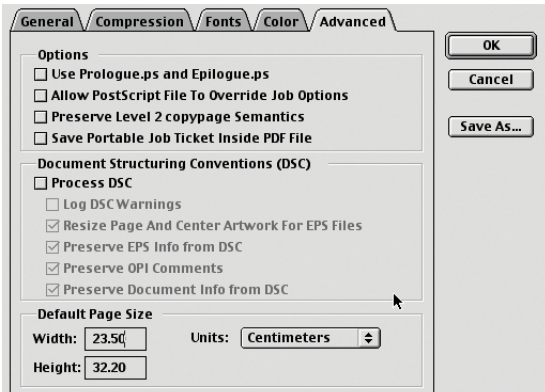
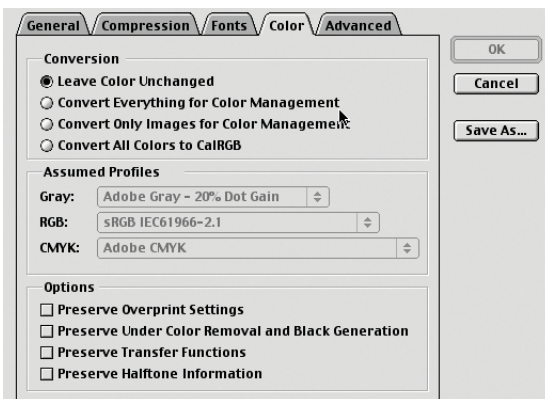
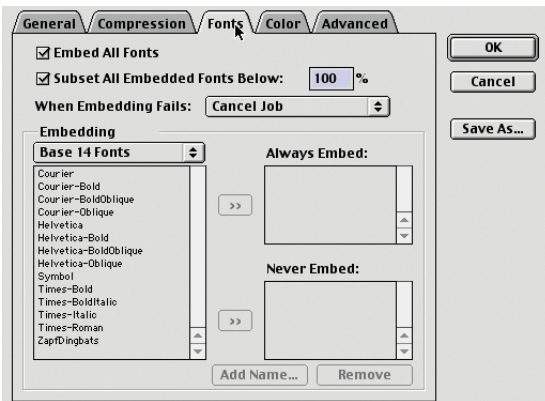
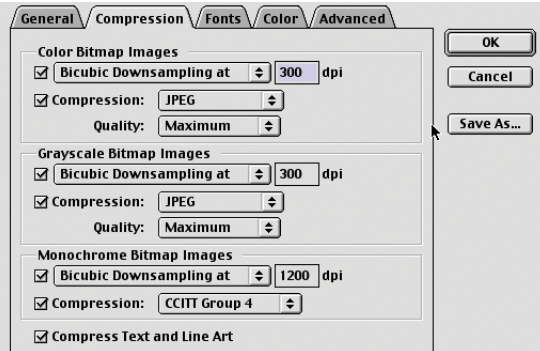
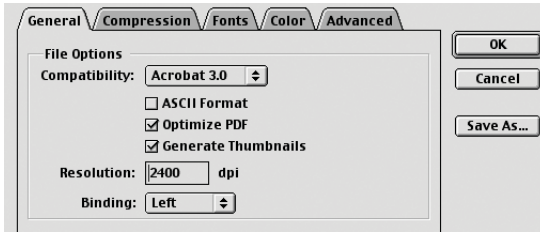
Each PDF should contain a single page and the name of the file must clearly indicate relevant title.

Each page file should feature tick marks appearing at least 3mm from the page trim. The physical size of each page file (as opposed to the file size in MB) should be identical, as should the distance from the bottom left of the file to the trim edges.

(ii) Distill the Postscript File

Using Adobe Acrobat Distiller 4.0, Distill the Postscript file to PDF.

Set the Distiller Job Options as shown in the adjacent column. Alternatively, a Distiller Job Options file can be downloaded from our website.



Set Default Page Size to match Page Width and Page Height settings in the Page Make-up Package Print Menu ie 235mm x 322mm

Guidelines for PAGE SUPPLY

QuarkXPress Collect for Output

1. Supply all Placed Graphics

All graphic files that have been placed in the page must be supplied. Use the QuarkXPress facility Collect for Output or recognised flight checking and file collecting software such as *Markzware's FlightCheck*.

FlightCheck has the advantage that it automatically collects the required fonts.

Collect for Output supply assumes a single folder per QuarkXpress document. This should contain only:

- (i) the QuarkXpress document
- (ii) all placed graphic files for that document

All Touch Briefings have to do is set print parameters and print.

The Collect for Output facility can be found under the File menu of QuarkXPress.

Ensure all placed graphics are linked and 'OK' in QuarkXPress Picture Usage before Collecting for Output.

Placed graphics must be final output resolution (minimum) composite CMYK files. 300 dpi for advertisement files, 100 dpi for sponsor or technology sections.

2. Provide Full Font Details

Full font details including screen, printer and font manufacturer information should be supplied in advance (including fonts used in placed graphics). It is strongly recommended that all fonts (screen and printer) used in a job are supplied with that job. This ensures that the identical version of each font is used.

3. Provide a Directory Listing

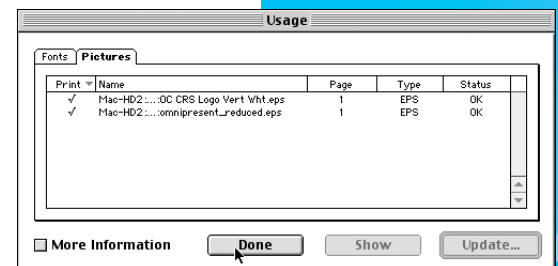
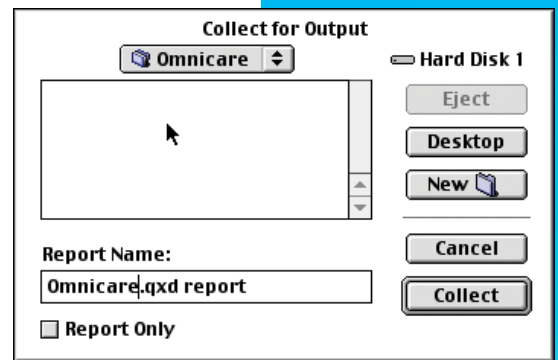
A printout of the directory listing should accompany all data.

4. Supplied Proofs

Hard copy proofs representing the supplied files should accompany all supplied electronic documents, and any discrepancies between proofs and supplied data should be clearly marked. It is preferable for proofs to be actual size.

5. Spot Colour

All spot colours must be set up correctly to output as CMYK and have the "spot colour" option disabled within the "Edit Colours" window.



Cardinal Tower, 12 Farringdon Road, London EC1M 3NN

Production Department

- Tel: +44 (0)20 7452 5045
- Fax: +44 (0)20 7452 5601
- e-mail: production@touchbriefings.com

Sales Office

- Tel: +44 (0)20 7526 2400
- Fax: +44 (0)20 7452 5606
- web: www.touchbriefings.com

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