

Advertisement

Mechanical Details



GDS International

Tower house

Fairfax Street

Bristol

BS1 3BN

United Kingdom

www.gdsinternational.com

Proof Service

If you wish to take advantage of this service, please notify us in writing as soon as possible. A faxed communication (+44 (0) 117 926 7460) or e-mail to your Production Co-ordinator are acceptable.

We must be informed of your desire to proof the layout before your materials reach us.

Layout Proof

Following design, a screen resolution pdf file will be sent to you for layout approval. This must be returned within 48 hours*. If approval is not granted within 48 hours, and we are not informed of any changes, the presentation will be printed as is.

* If you would like more time at this stage, please let your Production Co-ordinator know when you elect to use this service. We will try to accommodate all reasonable requests.

Translation

A number of our magazines are published in languages other than English.

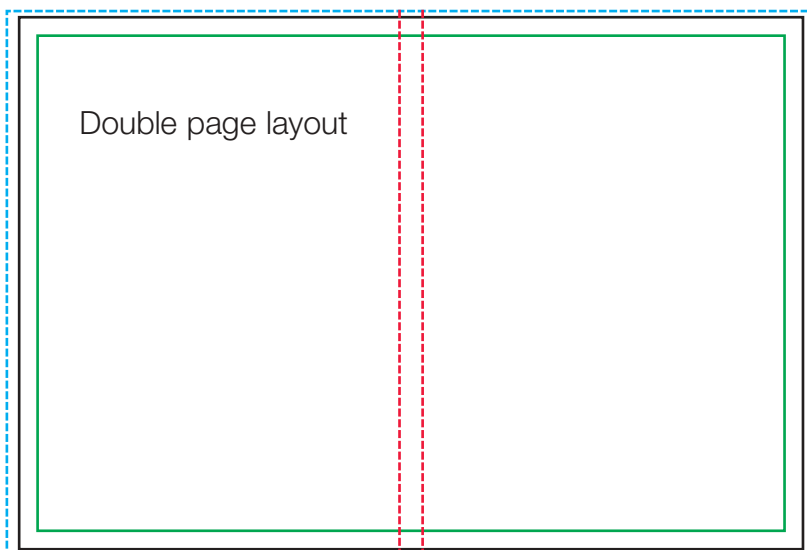
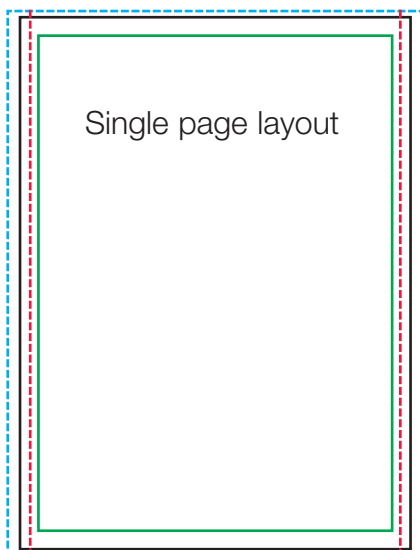
The translation of advanced technical and scientific language from English into other languages can present even the most expert translator with problems of vocabulary.

We recommend that, where possible, your editorial and advertisement text are provided in the relevant language, translated to your standards by someone that has specific knowledge of your industry.

If you are unable to do this, please provide a brief glossary of any specialist terms that may be employed.

Where text has been translated, please supply the original English text also.

Size & Layout



TYPE AREA



BINDING



TRIM



BLEED AREA

Nothing will be visible in the **BINDING**. For DPS spreads, text must be split/moved to either side of the 12mm/0.5" binding gutter to be read.

SIZE	TYPE AREA	TRIM	BLEED AREA
Single page	184 x 260mm 7.25 x 10.125"	213 x 276mm 8.375 x 10.875"	225 x 283mm 8.875 x 11.125"
Half page Horizontal	184 x 130mm 7.25 x 5.125"	213 x 140mm 8.375 x 5.5"	225 x 146mm 8.875 x 5.75"
Half page Vertical	89 x 260mm 3.5 x 10.125"	102 x 276mm 4 x 10.875"	114 x 283mm 4.5 x 11.125"
DPS spread	406 x 260mm 16 x 10.125" (12mm/0.5" binding gutter)	425 x 276mm 16.75 x 10.875"	438 x 283mm 17.25 x 11.125"
Half page Horizontal DPS spread	406 x 130mm 16 x 5.125" (12mm/0.5" binding gutter)	425 x 140mm 16.75 x 5.5"	438 x 146mm 17.25 x 5.75"

PLEASE NOTE

Our publications are a non-standard page size. If advertisement is supplied in a different format, we cannot guarantee accuracy of layout.

Advert Formats



Accepted

- Adobe InDesign/Illustrator/Photoshop
- Macromedia Freehand
- Quark Xpress
- PDF



Rejected

- Adobe Pagemaker
- Corel Draw
- Microsoft Word/Excel/PowerPoint/Publisher

The above software is not designed for professional desktop publishing. Please do not use them for page layout. GDS Publishing Ltd accepts no liability for poor reproduction quality if materials are not supplied to our specifications.

Images



Accepted

- 300dpi/120dpc +
- 100% final print size
- JPEG (Maximum quality)
- EPS
- TIFF
- Photoshop PSD



Rejected

- 72dpi/28dpc – 299dpi/117dpc
 - Smaller than 100% final print size
 - Gif
 - JPEG (Minimum quality)
 - Forced resampled sized images
-

PDF



Accepted

- Print optimized setting (300dpi/120dpc +)
- 100% final print size
- 3mm/0.125" bleed all sides
- Embed all fonts
- Native images are 300dpi/120dpc +
- Files should be unlocked



Rejected

- Screen optimized setting (72dpi/28dpc)
- Smaller than 100% final print size
- Zero bleed
- Locked files

Adobe Illustrator/Macromedia Freehand



Accepted

- 100% final print size
- 3mm/0.125" bleed all sides
- Covert any type to paths/outlines
 - Alternatively Apple Macintosh fonts must be supplied separately
- 300dpi/120dpc images must be imbedded or supplied separately
- CMYK colours



Rejected

- Smaller than 100% final print size
- Zero bleed
- Windows PC fonts
- Low resolution images
- RGB colours
- Spot (Pantone) colours

Adobe InDesign/QuarkXpress



Accepted

- 100% final print size
- 3mm/0.125" bleed all sides
- Apple Macintosh fonts must be supplied separately
- Covert any type to paths/outlines (InDesign)
- Native images placed at 100% scale
- 300dpi/120dpc images must be supplied separately
- CMYK colours



Rejected

- Smaller than 100% final print size
- Zero bleed
- Windows PC fonts
- Native images placed above 100% scale
- Low resolution images
- RGB colours
- Spot (Pantone) colours

Contact



Please mail materials using the following media:

- 100mb/250mb ZIP Disc
- CD/CD-R/CD-RW

Address

Production Dept.
GDS International
Tower House
Fairfax Street
Bristol
BS1 3BN
United Kingdom



E-mail

Transmissions are acceptable for small files (typically under 4 megabytes). These should be sent to your Production Co-ordinator. It is recommended that e-mail attachments are compressed using Stuffit or PKZip. This reduces file size, and in some cases preserves the integrity of the file data.

FTP details

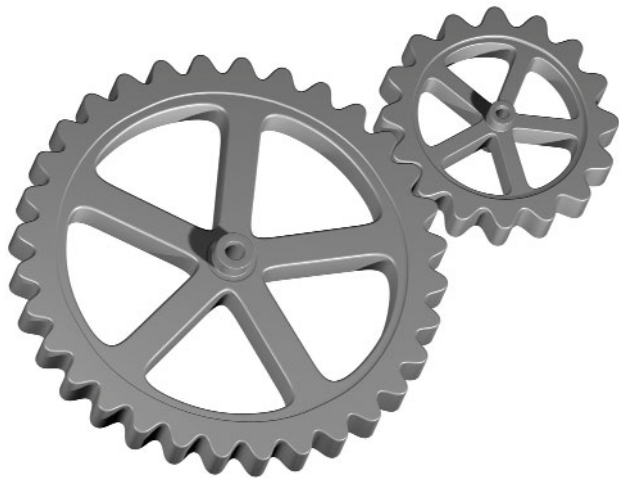
To access the site simply click/cut and paste the following link into your internet address bar...

<ftp://upload:publishing@ftp.gdsinternational.net>

...and then drag and drop the files from your desktop into your Production Co-ordinator's named folder. In order to save upload/download times, files should be stuffed or compressed wherever possible. Once this has been done please e-mail your Production Co-ordinator the file name/s that you have uploaded.

You can also access the site using Fetch or similar FTP client software by using the following details:

host: ftp.gdsinternational.net
user: upload
password: publishing



Editorial **Mechanical Details**



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We must be informed of your desire to receive proofs prior to your materials reaching us.

Text Proof

We will return your edited text to you as soon as possible. You will have a minimum of two* working days to check the text and make any amendments.

A final copy of the text will be created and returned to you for approval. This must be returned within 48 hours*

Layout Proof

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Editorial advice

As a starting point, we recommend one of two approaches to writing your editorial.

- 1) The first is to produce a case study looking at a particular implementation of the product/solution that you wish to highlight. This should illustrate what the challenge was, why the client chose your solution, how your solution addressed the challenge, etc. If possible, get objective, third-party appraisals (perhaps from the customer) as to why your solution was a success.
- 2) The second is to write an opinion piece addressing a particular industry hot topic or talking point. What are the burning issues within your sector? Is there a problem that needs highlighting? How can a particular weak spot be strengthened?

The key thing is that you should treat the editorial as completely separate from the advert. Think of it as a means to educate and inform the readers rather than as a 'hard sell' – lists of product names and specifications rarely make for interesting reading.

Please also bear in mind that editorials should ideally be suited to the specific expectations of a regional readership.

Additional information

All text should be supplied in Microsoft Word format.

Feel free to make use of images to illustrate your article – however, bear in mind that our publications are of a high standard and all images should be of comparable quality (please see further section on images). Please do not supply graphs or diagrams in lieu of images. Note that all picture use will be at the discretion of the editor, depending on available space and the quality of images supplied.

Where necessary, please provide captions to accompany each image.

This information aims to provide some basic guidelines. However, if you need specific help with your editorial, please contact your Production Coordinator. They can put you in touch with an editor who will be happy to discuss any further questions or requirements.

Image formats



Accepted

- 300dpi/120dpc +
- 100% final print size

- JPEG (Maximum quality)
- EPS
- TIFF
- Photoshop PSD

Software

- Adobe Illustrator/Photoshop
- Macromedia Freehand
- PDF (High resolution)
 - Print optimized setting (300dpi/120dpc +)



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