



# Print Artwork Guidelines, Terms & Conditions

To assist our Design Studio and enable them to create a striking and effective advert for you, please read the following advisory information, terms and conditions to help you collate and provide the materials required to maximise the benefit of your advertisement space.

## **COPY COLLECTION & DEADLINES**

UK Food Exports™ will initially issue these guidelines by post to the same contact shown on the order form sent at the date of order. It is the clients' responsibility to liaise with an external studio or internal department that has been appointed by the client to provide materials. We are unable to "chase" for artwork indefinitely. If you miss the deadline we will not be able to publish your artwork and your space will be replaced with a "Name, Address, Business" entry. UK Food Exports™ will not be responsible for missing artwork or late submissions, nor will a partial or complete refund be considered.

Materials may be sent to [artwork@ukfoodexports.co.uk](mailto:artwork@ukfoodexports.co.uk).

However materials are sent they are not deemed to be received until the studio has confirmed that the quality and suitability is acceptable and within the guidelines outlined in this document.

## **DESIGN BRIEF**

Brand Guidelines:

Many clients have a standardised set of guidelines for the presentation and control of their company brand or image. This is usually in some form of documentation for reference. It is crucial for us to have access to this at the start of the design process.

## **ADVERT REFERENCES**

Often marketers check the responses to advertising through a variety of methods, for instance, offering a discount, buy one get one free, or another type of offer, redeemable when the customer produces the advert or quotes a reference number from the advert. If you wish to follow this route, this should also form part of your brief / instructions.

## **ADVERT COPY**

Finished Ad Copy: You may already have finished advertising copy, created by your own design department or utilising the services of an Ad Agency. Finished copy set at the correct size and resolution for the space booked should be sent to us using the methods outlined above.

## **ADVERT SETTING SERVICE**

As part of our space agreement UK Food Exports™ will undertake to "set" adverts on behalf of clients using materials provided by the client. If you intend using images - graphics, photos, logos, etc. and you prefer these elements to be placed in specific areas or places within your advert, please advise us of these requirements at the point of artwork submission. If you wish to leave the placement of imagery, photographs to the designer, then please indicate this in your brief. We can accept images in various formats which are stipulated on page 2. Please note that website images are not suitable for print. We also recommend that you send your logo in a digital format, scanning from a letterhead is unacceptable. We do not offer a photographic service

Colours: All colour published is based on the four colour process of CMYK. We are not able to guarantee exact matches to Pantone references. Please indicate your Pantone Colour Numbers, and we will endeavour to match your colour as closely as possible. If the colour is not known we will endeavour to match it from a logo, letterhead, leaflet etc.

Text: Other than your contact details, text can form part of your message. You may want to use very little text, possibly a strap-line as you want your imagery to portray the message. Please provide all finished text copy, punctuated and grammatically correct. We cannot select or originate text on behalf of clients.

Your advert should contain at least one contact point (an email address, telephone number or web address).

UK Food Exports'™ originated artwork is only to be used within the UK Food Exports™ Guide, and may not be used without prior written permission in any other publication.

## **PLACEMENTS OF ADVERTS**

All advertising space book is displayed in the publications in “run of press” order. We cannot guaranteed any specific placement requests but will endeavour to accede to advertisers’ requests. The publication is laid out in alphabetic classification order and alphabetic entry order within the classification.

## **“SPLITTY” PAGES**

For those advertisers that have booked a “Splitty” page please indicate clearly what size and which classifications your page is to be split into. For each split we will also require confirmation of the applicable keys.

“Splitty” pages may be dissected into the denomination as outlined in the published (enclosed) size guide. We cannot split the page into none compatible sizes. For each split we will also require confirmation of applicable keys for the indices.

## **PUBLISHED FREE ENTRY DETAILS**

Free entries are provided to all qualifying exporters as a courtesy only. Advertisers should not rely on free entries to supplement display advertising contact details. Advertisers with multiple adverts in different classifications will be given an additional entry per classification. The details of this entry may be different to the others where applicable.

Advertisers will be requested to confirm their entry details, key requirements and brands (see below). Please ensure these details are provided prior to the final deadline.

## **KEYS**

We currently identify 13 key indicators for “Advertisers only”. These are:

- Canned
- Chilled
- Fair Trade
- Frozen
- Gluten Free
- Halal
- Kosher
- Nut Free
- Organic
- Ready Meals
- Smoked
- Vegetarian
- Vegan

It is the Advertisers’ responsibility to identify which keys apply to each advert they have placed. Please ensure that for those keys that are selected you have the appropriate certifications etc. that may apply.

For each key that applies we will place an index entry cross referencing your advert and free entry.

## **BRAND NAMES**

The brand index is only available to “Advertisers only” and will contain a page reference to each advert (and entry) placed. Please submit a list of those brands you wish to present. The list MUST contain ONLY food or drink items and NOT non-food items. In submitting a list for publication advertisers must have obtained permission from all relevant parties to enable the brand names to be published and agree to indemnify UK Food Exports™ and its parent company against any actions from any third party for the misuse of their brand names. UK Food Exports™ reserves the right to restrict, omit or amend any brand or brand list submitted.

## **PROOFS**

All advertisers will be sent by recorded post a hardcopy printed proof, together with an acceptance form. This must be signed and returned in all cases where the proof is acceptable. Please note we provide only two proofs (one amendment cycle) free of charge. Additional amendments/proofs are charged at £100+VAT per proof. We therefore recommend that you ensure that ALL amendments to the first proof are clearly marked and identified. UK Food Exports™ originated artwork is only to be used within the UK Food Exports™ Guide, and may not be used without prior written permission in any other publication.

## **FORMAT GUIDE**

Acceptable Formats for the Receipt of Materials:  
Files General Information

TIFF (.tif)

Finished copy or imagery

Save at minimum size of 300 dpi, CMYK,

JPEG (.jpg)

Finished copy or imagery

Save at maximum quality, baseline standard. Please note if you send JPEG by email it must be an RGB file

EPS (.eps)

Finished copy or imagery

If possible your logo should be saved in this format with the fonts/text saved as curves or outlines

PDF (.pdf)

Your logo can also be saved in this format and must be a high resolution file (300 dpi)

Word Document.\* For submission of text only

Material Receipt

Files can be sent as CD or email

To ensure receipt of posted items, we recommend all materials be sent by recorded delivery

Fonts

Specific fonts should be supplied as true type fonts on a CD or via email

**WE ARE UNABLE TO ACCEPT THE FOLLOWING FORMATS:**

- Microsoft Publisher
- Microsoft Powerpoint
- Microsoft Word as finished artwork (text only)
- Downloaded images from Website
- Ad Copy from a previous edition of another publication (we may not have published the previous edition, or the previous ad copy may be at the wrong size, or the message you wish to portray is not relevant)

**TEXT**

Text may be provided as a word document or text file. Please ensure that all text is factually, grammatically and spelled correctly.

**ADVERTISING STANDARDS**

It is a legal requirement that all advertising is Legal, Decent and Honest. UK Food Exports™ reserves the right to reject advertisers' artwork should it not meet these criteria.