



Online 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.

COMMENCEMENT OF ONLINE ADVERTISEMENT PERIOD

All online advertisement periods start from the date of order. UK Food Exports™ will upload a basic version of the space booked within seven days of the payment date, together with live web and email links where this information is available. Except for “MultiWeb” options which may take longer to produce and upload, and where circumstances beyond our reasonable control prevent us from doing so. Where there is a delay in uploading the initial entry, UK Food Exports™ will extend the term of the agreement accordingly.

ONLINE COPY COLLECTION & DEADLINES

UK Food Exports™ will issue these guidelines together with an order form and VAT invoice by email at the point of order. The term of your advertisement period starts from the date of order.

It is the clients' responsibility to provide artwork in accordance with these guidelines. If artwork is not provided your online advertisement will be severely compromised.

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.

Materials may also be sent to 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.

ADVERTISEMENT 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 3. Please note that we are unable to source images/logos on clients' behalf. We recommend that you send your logo in a digital format, scanning from a letterhead is unacceptable. We do not offer a photographic service

The submission of all images and logos by the client or clients' agent or representative will be deemed to be either royalty free or royalty paid. In submitting the images or logos the client indemnifies UK Food Exports™ against any

actions for misuse of materials or breach of copyright.

Colours: All online colour reproduction is published in RGB format. 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.

Flash Banners: Advertisers that have booked a banner space and require a flash banner must submit a written detailed story board together with the required materials. UK Food Exports™ reserves the right to restrict the number of proofs and amendments to flash banners. Whilst the flash banner is being agreed a static banner with live links will be uploaded for the interim period. This period will also be part of the term of the agreement.

Text and search words: 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. For featured listings we currently offer 10,000 words of text. We recommend that you include as many keywords as possible including trade names, generic phrases (e.g. pre-packed, canned foods etc.), a list of countries you export to, a list of food types you can provide, a list of packet sizes you offer, brand names etc. The more text you provide to your entry the more likely it is that it will be found as a search result by the site search or external search engines. You may change your text as often as you wish throughout the term of your advertisement, simply resubmit to the artwork email address.

Please provide all finished text copy, punctuated and grammatically correct. We cannot select or originate text on behalf of clients. We cannot extract copy from your own or other websites.

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

NOTE:

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

PLACEMENTS OF ADVERTS

Incumbent clients will be offered the first option to rebook their current space.

All banners are booked are retained in place until they are renewed or the term of the agreement has passed. Banner spaces that have not been renewed prior to one month before the end of the term, will be deemed to be available and will be offered to other advertisers to book.

Featured entries are placed on a first booked, first placed basis. If an advertiser declines or is unable to renew prior to the renewal date the entry and its associated data will be removed from the site at or after the expiry of the term. The other advertisers falling below that entry in the classification will subsequently move one space upwards. New advertisers (or renewing advertiser that have previously expired) will be placed at the lowest point in that classification.

“MultiWeb” Option

Advertisers that have booked a “MultiWeb” option may place a featured entry in as many classifications that are relevant. i.e. classifications for which they have products or services to offer. Each featured entry may carry different images and text and may also be updated throughout the term of the agreement. Please note it may take longer

KEYS

We currently offer 14 key indicators for “Advertisers only”. These are:

- Canned
- Chilled
- Fair Trade
- Food Service
- Free From
- Frozen
- Gluten Free
- Halal
- Kosher
- Manufacturing
- Organic
- Ready Meals
- Smoked
- Vegan & Vegetarian

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. UK Food Exports™ reserves the right to alter, change, add or discontinue keys at any time without prior notice.

BRAND NAMES

The brand index is only available to "Advertisers only" and will contain a link to the relevant featured entry for that brand. 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.

PUBLISHED FREE ENTRY DETAILS

Free entries are currently provided to all qualifying exporters as a courtesy only. Advertisers should not rely on free entries to supplement display advertising contact details. Free entries will be removed from a classification for those advertisers that have purchased a featured listing. An advertisers' free entry cannot be relocated to another classification. Once the featured listing has expired the free entry will be reinstated.

Online free entries currently consist of a company name (The legal entity, not a brand or trade name) and a landline telephone number, together with a choice of classification.

PROOFS

All online advertisements will be uploaded live for proofing purposes. It is the advertisers' responsibility to check all aspects of the advertisement set including the validity of live links. Once the advertisement is correct please email artwork@ukfoodexports.co.uk to confirm that you have approved the finished advertisement. You may amend your artwork as often as you wish during the term of the agreement. Please allow for ten working days for essential amendments and changes.

EMAIL & WEB LINKS

It is essential that advertisers ensure that the email inbox set up to receive enquiries is both sufficiently protected from possible infections whilst also being capable of accepting enquiries from the our website. UK Food Exports™ will accept no responsibility for any losses or damage as a result of viruses or infections that may be contained in any form or electronic communication. UK Food Exports™ will accept no responsibility for any losses perceived or otherwise from missed responses or communications with buyers or otherwise that may have been missed, deleted or undelivered to the advertisers' nominated email account. It is the clients' responsibility to inform UK Food Exports™ in writing of any changes to their nominated web and email links.

In booking the space the client agrees to receive email communications from UK Food Exports™. Please note we DO NOT share, sell or swap contact data in any way whatsoever.

FORMAT GUIDE

Images & Logos:

Acceptable Formats for the Receipt of Images & Logos:

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

Minimum resolution of 72dpi

GIF (.gif)

Finished copy or imagery

PNG (.png)

Finished copy or imagery

Minimum resolution of 72dpi

Flash Banners (.swf)

Finished artwork

We cannot amend finished flash artwork files, please ensure that they are supplied proofed and correct.

Text:

Word Document for submission of text only

Excel spread sheet for Brand Names (Food and Drink only)

Text file .txt or rtf

If specific fonts are required they should be supplied as true type fonts.

Please ensure that all text is factually, grammatically and spelled(!) correctly.

Materials Receipt

Files (up to 25mb) can be emailed to artwork@ukfoodexports.co.uk, larger files can be sent using a Dropbox link or similar service such as WeTransfer, etc.

WE ARE UNABLE TO ACCEPT THE FOLLOWING FORMATS:

- Microsoft Publisher
- Microsoft Powerpoint
- Microsoft Word as finished artwork (text only)
- 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)

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.