



There are currently many developments in technology within the print industry, the most significant of these is Computer To Plate (CTP). This technology enables digital data to be transferred directly onto the printing plate making traditional 4 colour film obsolete.

Here at Dennis Publishing we are rapidly progressing towards a 100% digital workflow using PDF (Portable Document Format) files. Due to a greatly reduced file size, embedded fonts, preferences & graphics and platform independence, PDF has now become the preferred file type within the publishing industry.

THE BENEFITS OF PDF:

What you see is what you get - the entire page can be previewed on screen using Acrobat Reader from any remote station ensuring what has been sent digitally is printed exactly.

It's all there - fonts, graphics and preferences are all embedded.

THE BENEFITS OF PDF TO YOU:

No more film to be output - saving both time and money.

No more file corruption if choosing to supply PDF - all elements are locked into files eliminating possible corruption or text reflow etc.

No more delivery problems - data can be sent via ISDN, Wam!Net, email (3MB limit), internet connection or disc - meaning fewer expensive courier costs and no risk of damaged film.

To create PDFs you will need design software that is PDF compatible & software to write high resolution PDFs (Adobe's Acrobat Distiller is the general choice).

Before producing a PDF for one of our titles please ask your Production contact for the Joboptions & full Specifications for the title you are supplying for.

The 'joboptions' file should be used to set your Distiller Settings when originating PDF files for our use. The file should be placed in your Settings Folder within the Distiller folder & will then enable you to choose the correct joboptions under your Settings menu from within Distiller.

FILE DELIVERY METHODS:

ISDN

Our ISDN number is 020 7580 0147. We can only send and receive data from destinations that use 4-sight ISDN manager software.

WAM!NET

This service will be available soon.

EMAIL

Please use the email address corresponding to the title you are advertising in. However, please note that there is a 3MB size limit on any file you send.

adprod.pcpro@dennis.co.uk
adprod.shopper@dennis.co.uk
adprod.buyer@dennis.co.uk
adprod.pczone@dennis.co.uk
adprod.maxim@dennis.co.uk
adprod.dreamcastmag@dennis.co.uk
adprod.c&vgames@dennis.co.uk
adprod.player@dennis.co.uk
adprod.macuser@dennis.co.uk
adprod.shape@dennis.co.uk
adprod.moneyweek@dennis.co.uk
adprod.theweek@dennis.co.uk
adprod.AE@dennis.co.uk
adprod.mensfitness@dennis.co.uk

DISC

FAO Production Contact
Dennis Publishing Ltd
30 Cleveland Street
London
W1P 5FF

WE PREFER TO RECEIVE YOUR ADVERT IN PDF FORMAT...

Acrobat 4.05 is the required software for creating PDFs.

PDF files to be supplied as composite CMYK.

For imposition purposes files should be saved as individual pages and not as double page spreads.

Pages must be created to include bleed where required.

Each page must contain Crop marks that are accurate to the final trim size of the printed product.

Crop marks must be outside the bleed area. A 3mm offset is recommended.

Files must contain all images in high-resolution, CMYK format and have all fonts embedded.

Files should not contain any TrueType or MultipleMaster fonts, original JPEG images, or copydot scan elements.

Trapping - the creator should apply any trapping requirements if necessary but must be aware of the various application software limitations. The printer will not apply trapping.

No password or security options should be allocated to the Distiller settings.

YOUR FILE SHOULD BE NAMED USING THE FOLLOWING CONVENTION:

Magazine Code, Issue Number.advert name.
e.g. PCP82.Dell - PC Pro, issue 82, Dell Advertisement.

FLIGHTCHECKING:

The file content remains the responsibility of the sender therefore content of digital files must be verified before transmission, and all relevant graphics and fonts must be included where necessary.

All files should be run through a flightchecking application to ensure file and colour integrity.

The flightchecker must ensure the following:

- Acrobat 3.0 compatibility (PDF only).

- Fonts embedded (PDF only).

- Image resolution = 300 dpi minimum.

NB: Images from the Internet, and screen-grabs, are generally only 72dpi so their quality will not be acceptable.

- Colour = CMYK.

HARD COPY PROOFS:

Proofs must be supplied of the PDF file submitted. We require 100% of the final size.

Before submitting your first file it is recommended that a test file is sent.

... HOWEVER IF YOU CAN ONLY SUPPLY YOUR FILE IN A NATIVE APPLICATION FORMAT PLEASE ADHERE TO THE FOLLOWING GUIDELINES:

All adverts to be in QuarkXPress, preferably Version 3.32.

Adverts originated in Freehand, Illustrator or Photoshop must be saved as an EPS then imported into QuarkXPress documents.

Colours originated in QuarkXPress must be made in Process (CMYK) colours and have Process Separation clicked on.

Red, Green, & Blue must never be used from the colour palette.

All files, EPS/TIFFS, QuarkXPress, Freehand, Illustrator or Photoshop, must also be split for CMYK. Files containing RGB will not be accepted.

Drop shadows must have the top colour set to knockout, not default (under View > Show Trap Information from the menu bar) in order to knockout the shadow underneath.

Preferences in QuarkXPress e.g. typographic must have Auto Leading set at 0% - this is absolutely vital.

H&J preferences must have Autohyphenation turned off.

All QuarkXPress documents must be totally grouped before supplying and must include all elements. Relevant fonts must always be supplied.