



The Journal of the British Institute of Non-Destructive Testing

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PROCEDURE FOR SUBMITTING ADVERTS ON DISK OR VIA E-MAIL

Insight – Non-Destructive Testing and Condition Monitoring (The Journal of The British Institute of Non-Destructive Testing) accepts advertisements produced electronically, submitted on disk or e-mailed (to insight@bindt.org).

Insight's production is Apple Macintosh-based; we accept ads created with IBM applications, but we do have to transfer the files across to the Apple platform for our desk-top publishing (DTP) process. The following of these guidelines usually obviates any problems, but occasionally there are difficulties experienced in transferring across platforms, particularly with Word documents containing embedded graphics, hence these should be avoided.

We use InDesign, Photoshop and Illustrator for the production of Insight.

One of today's most popular design programs such as QuarkXPress, InDesign, PageMaker, Photoshop, FreeHand or Illustrator should be used to create your ad. Portable Document Format (PDF) files are also accepted, but in all cases the fonts should be embedded or supplied. We respect and comply with copyright conditions regarding fonts.

Colour advertisements can be submitted on disk or CD but all colours must be properly assigned in the file. Four-colour ads must be constructed using CMYK values, not RGB. Spot colours must be made with the Pantone coated option assigned. If you plan to use Pantone 199 (red) in your ad, for example, make sure that when the colour is referenced, a name similar to 'Pantone 199 CV' is highlighted. The exact name varies from program to program.

Make sure the application that you're using doesn't default spot colours to process colours. If this happens you are essentially changing your ad from two-colour to four-colour. Four-colour ads are more expensive and less accurate in colour rendering.

A report indicating the name of the file and the application or applications used to create the advertisement should be included. Also, include a print-out of the ad and all fonts, EPS files and TIFF files. Your report needs to specify ad size, colour, and bleed information if applicable.

For mechanical data, including trim and bleed sizes, refer to the Advertising Rates & Data Card.

We prefer separation proofs printed from the software program (such as QuarkXPress or PageMaker). Proofs may be black and white, with each colour printed out as a separate proof. A four-colour process proof would have a black, cyan, magenta and yellow page. Spot colours would have two proofs, including the spot colour plus black.

When sent with the composite proofs, the individual proofs confirm that the ad is set up on the disk correctly.

For further information contact David Gilbert on 01604 630124.