

## **IMPORTANT INFORMATION ON ARTWORK**

**If your book is to be illustrated, please read this carefully!**

Dear Berg Author

It is important to us that you are happy with your book and that you are aware of the options available with the reproduction of your artwork. It is also important for you to be aware of the constraints at our end. If your book is heavily illustrated, you may want to contact Sara Everett, our Production Director, (email: [severett@bergpublishers.com](mailto:severett@bergpublishers.com)) in advance of submission to discuss how the images will appear in the final text.

In particular, you should know that we print on 80gsm bookwove paper, which is standard for academic books in our subject area. Art paper will generally produce a sharper image, and if you have concerns over the quality of the images - because photographic details are important to the content of your book, or the quality of the originals is not to the highest standards, or because you prefer the look of art paper - you may want to consider a plate section (where all the photos appear together on a higher quality paper). If this will be impossible because the integration of the text and illustration is essential (as with some collections), you should contact our Production Department to discuss the best possible solution.

## **IMPORTANT INFORMATION ON ARTWORK**

### **ARTWORK**

Any authors/editors who will be submitting artwork to illustrate their book please take note of the information below and see the section entitled "Figures and Illustrations" in our House Style.

Artwork **MUST** be submitted with the final draft of the manuscript. Though please note that while Berg Publishers will make every effort to ensure that your artwork is carefully handled and returned to you as soon as possible, artwork must, of necessity, be sent out of house and we can accept no responsibility for loss or damage. Therefore, only submit irreplaceable artwork on disc or via email. **DO NOT** send in originals. If you have any questions about the artwork you are sending, please contact the Production Department. The numbering on the artwork must be clearly marked as must its position on the manuscript. A separate list of captions and copyright information etc should also be included.

#### **1) PHOTOGRAPHS**

##### **DISC/EMAILED IMAGES**

Berg Publishers prefer images to be submitted on disc or via email (as JPEGs, TIFFs, etc). We can accept most formats but the images **MUST** be screened at 300 dpi and should be as near the final published size as possible (i.e. approximately 11.5 cm wide). If Berg have to manipulate the artwork to achieve the above measurements and the variant is greater than 10 % then quality will suffer when the images are printed. Please note: the images need to be scanned using the above measurements, do not take images already scanned (at say a higher dpi but smaller) and manipulate them yourself.

A run-out of the images submitted in this way should also accompany the manuscript (with the figure number clearly marked) so the publishers are aware of what artwork they should be receiving.

##### **BLACK AND WHITE ILLUSTRATIONS**

All photographs submitted should be black and white and clear enough for reproduction as we will not be able to improve on the quality and in some cases the printing process may cause the quality to deteriorate slightly (especially if submitted as colour). Photocopies are not acceptable.

##### **SLIDES/TRANSPARENCIES**

Berg Publishers will accept both black and white and colour slides/transparencies (though they will be printed as black and white) but these will be sent directly to the typesetters to be screened and positioned. Berg, therefore, will accept no responsibility for the final printed quality of any illustrations submitted through this method. If possible a photocopy of the image should be submitted along with the slide or transparency so that a positional image can be put in the proofs.

##### **PHOTOGRAPHIC PRINTS FROM MAGAZINES**

We **DO NOT** accept photographic prints from magazines, newspapers etc or photocopies of photographic prints from magazines or newspapers.

#### **2) LINE ART**

All line drawings should be drawn with black ink on a white background. Berg Publishers will not undertake any redrawing and are unable to "clean up" images. If line art is submitted as a slide or transparency then the publishers will be unable to accept any responsibility for the final printed quality.