

Entries designed to meet the needs of today's building services engineers

So you've decided to subscribe - what happens next?

From the moment you subscribe you are assigned your own Sub Editor to provide a dedicated service throughout the year. Not only will they assist you in the creation of your Product Entries for both print and online, they will also contact you regularly to remind you of the update opportunities available throughout the year on www.opus-bs.com.

Product Entries in OPUS Building Services are standardised with product copy on the left and images on the right. Online the entries all adhere to a format including a company profile, recent projects and product catalogues.

Your Sub Editor creates a production schedule to ensure your Product Entries are produced efficiently and with ease - so you know what is expected of you and when. They will, if required, assist you in producing the copy and offer advice to help you select appropriate images from material supplied by you.

The main information you will need to provide your Sub Editor includes:

Company Details - we will ask you to check your company and product information that we hold for the product data and directory sections of the book.

Product Entries - to maintain our editorial style, the text you supply for your Product Entries may be amended to meet editorial requirements. Your Sub Editor is available to assist you in preparing your text based on material supplied by you - material may include information from your website, catalogues, specification sheets or other relevant information.

Illustrations - each Product Entry can feature up to 12 illustrations. Illustrations can include diagrams and tables as well as in-situ product shots. We have designed a flexible format for you to select what products you'd like to promote in more depth, maybe with a larger image - if you only choose to use three images in print, you can then output the rest online.

Company Profile - you can include a company overview of up to 100 words.

Logo - your logo will be featured in both your printed and online entries.

Recent Projects - you can list up to 10 recent projects in your OPUS Building Services online entry.

Electronic catalogues - up to 5 electronic catalogues can be included in your OPUS Building Services online entry.

Material Guidelines

- Where possible, illustration material should accompany the material you provide us for text.
- Illustrations can be supplied as colour prints, transparencies or digitally.
- Unless specifically requested in writing when it is supplied, we will not return any illustration material.
- Images supplied digitally will ideally be either: JPEG, TIFF or EPS format, preferably in PC Windows format. Digital illustrations can be supplied on a CD or via email.
- The files should be supplied at above 300dpi in resolution finished size. Due to the flexibility of the grid, there are various size options available. Your Sub Editor will go over these in more detail when planning your entry.
 - Image in a single box: 53mm (w) x 32.5mm (h)
 - Image over 2 boxes vertically: 53mm (w) x 66mm (h)
 - Image over 4 boxes: 107mm (w) x 66mm (h)
 - Image over 8 boxes: 107mm (w) x 140mm (h)
 - Image over 12 boxes: 107mm (w) x 214mm (h)

Your Sub Editor will be in contact with you shortly to discuss your requirements and agree your production schedule. In the meantime, if you have any queries, please call Sarah Ayres, Editorial Supervisor on (01344) 899356.

