



OATS Publications Service

Specification and Production checklist

Client.....

Date job opened.....

Job No.....

Title of publication.....

OATS Account Handler.....

Introduction

In order to ensure the speedy production of an accurate and comprehensive recommended grades publication that costs no more than originally budgeted it is essential to plan all aspects of the job at the outset.

This document lists all the options available when briefing OATS on a new Grades Guide book or wallchart. It also sets out the key stages in the book production process and those people responsible for approving work at each stage. This checklist is replicated on OATS' job management system, which will be used to generate updates.

Please sign, date and return this copy to OATS when you are happy that all the key facts have been correctly recorded. It will then be used for estimating and as the master reference for all work on your publication.

Coverage of checklist

This checklist covers the following areas:

SECTION A

Summary

The key physical aspects of the publication from which the estimate will be prepared

SECTION B

Lubricants data

The information to be used for the grade recommendations

SECTION C

Design and artwork

All topics concerning the appearance of the job

SECTION D

Printing and deliveries

The print specification and delivery details

SECTION A

Summary information about the publication

A.1 Customer details

A.1.1 Client contact details and locations/phone nos.

Client contact.....

Location.....

Phone No.....

e-mail.....

Client Project Manager.....

Phone No.....

e-mail.....

Client Technical contact/s.....

Phone No.....

e-mail.....

Client Marketing contact/s.....

Phone No.....

e-mail.....

A.1.2 Approvals

Approval of Lube list by.....

Sign off to print by.....

A.1.3 Client purchase order

PO Number.....

PO Date.....

A.2 Physical properties and data content

A.2.1 Which data categories are required?

1. Consumer (retail) PCMO

- Passenger cars
- Light vans
- Motorcycles

2. Commercial HDDO

- Commercial trucks & buses
- Proprietary units

3. Agricultural

- Wheeled Tractors
- Crawler Tractors
- Combines and Balers
- Forage Harvesters
- Forklifts
- Skid steer loaders
- Boom handlers
- Wheeled loaders
- ATVs
- Stationary engines
- Chainsaws
- Groundsman

4. Off-Highway

- Off Highway Tractors
- Dump trucks
- Excavators
- Skid steer loaders
- Loaders
- Forklifts
- Off highway Trucks
- Dozers
- Scrapers
- Graders
- Boom Handlers
- Road making equipment
- Forestry Equipment

A.2.2 Would you like to add or remove any manufacturers?

Manufacturers to be added.....
.....
.....

Manufacturers to be excluded.....
.....
.....

A.2.3 Format of publication

Book

- A4 (210mm x 297mm)
- A5 (148mm x 210mm)
- 1/3 A4 (99mm x 210mm)

Other.....

- Landscape
- Portrait

Poster

- A0 (841mm x 1189mm)
- B1 (707mm x 1000mm)
- A1 (594mm x 841mm)
- A2 (420mm x 594mm)
- A3 (297mm x 420mm)

- Landscape
- Portrait

Other format (e.g. calendar)

A.2.4 What information is to go into the Introduction section?

- Advertising
- Company statement

Other.....

- Nothing
- Total no. of Intro pages (including 2 OATS text pages).....

Will the inside back cover be used?

- Yes
- No

A.2.5 Who will supply the Product Descriptions

.....

A.2.6 Do you want to set a maximum limit to the number of pages

- No limit

Max no. of pages.....

A.2.7 What is your target delivery date?

.....

A.3 Languages

A.3.1 We can produce a single publication in up to 3 of any of the following languages. Alternatively we can produce identical Guides, each in a single language, for any number of these languages.

English	Greek	Russian
Danish	Italian	Spanish
Dutch	Norwegian	Swedish
French	Polish	Turkish
German	Portuguese	American English

A.3.2 Single version – containing one or more languages? Including languages not listed above (Maximum of 3 per publication)

Language 1.....

Language 2.....

Language 3.....

Other language.....

A.3.3 Would you like several separate publications in different languages, but using common data?

Language 1.....

Language 2.....

Language 3.....

Language 4.....

Language 5.....

Language 6.....

A.3.4 How many copies do you need?

Language 1.....

Language 2.....

Language 3.....

Language 4.....

Language 5.....

Language 6.....

A.3.5 Please nominate who will check translations

.....

A.4 Purpose and users of publication

A.4.1 What is the main purpose of the book e.g. workshop, forecourt or retail shop?

.....

A.4.2 Will this publication be issued to your Distributors?

- Yes
- No

A.4.3 Would you like personalisation of the covers / introductory pages for each Distributor?

- Yes
- No

A.4.4 How many copies per distributor

.....

SECTION B
Lubricants data for the publication

B.1 Data Content

B.1.1 What range of lubricants is to be used in the publication?

.....

Does OATS already have the complete list?

- Yes
- No

B.1.2 Are OATS to use vehicles sold only in the European market?

- Yes
- No

B.1.3 Which other regional markets are to be covered?

- Africa
- Asia
- North America

B.1.4 Age of vehicles to be included

- Last 5 years
- Last 10 years
- No age limit

Do you want footnotes covering all or any of the following?

- Viscosity
- Equivalents
- Coolants
- Greases
- Brake Fluids
- Power Assisted Steering Fluids
- Hydraulics

Other.....

B.2 Brandings and lube lists

B.2.1 Will this publication use?

An existing branding already held by OATS

Known as.....

A new branding

To be supplied by.....

B.2.2 Will this be a single or multiple company branding? (e.g. Castrol and BP)

- Brand 1.....
- Brand 2.....
- Brand 3.....

B.2.3 If a single company brand, do you want to give more than one lubricant recommendation for each application? (e.g. Synthetic / Semi-Synthetic / Mineral)

First product range
(e.g. Super premium).....

Second product range
(e.g. Premium).....

Third product range
(e.g. Basic or Budget).....

B.2.4 Are there any special branding needs? (e.g. two grade recommendations for car engines, all others to have single grade only – number of products has a major effect on page count.)

.....

B.2.5 OATS' data is revised quarterly. We will automatically use the most recent quarter's data unless you specify a previous one.

Specified quarter's data

Quarter.....Year.....

SECTION C
Design and artwork specifications

C.1 Who will supply the cover designs?

- OATS
- Other.....

C.2 How many colours for printing the covers?

- 4 process colours (CMYK)
- Number of Spot colours (please list Pantone / PMS Nos.)

.....
.....

C.3 Who should OATS contact about the current corporate image – logos, colours, fonts, pictures, drawings, etc

Name.....

Tel.....

e-mail.....

C.4 Colours for text pages (normally 1 colour)

1st colour.....

2nd colour.....

3rd colour.....

4th colour.....

C.5 What style for the listings page layout?

- Graphics / line drawings
- Music rule (e.g. alternating white and tinted horizontal bands)
- Colour bars (solid colour or tints)
- Rules between text

Will pictograms be required for the page headers? in place of text for engine / gearbox etc (OATS recommend for multi-lingual books)

.....

C.6 Page numbering format

Any special request

.....

C.7 Will the publication be hung on a wall i.e. does it need a hanger?

- Yes
- No

C.8 Binding

- Saddle stitch/stapled
- Perfect
- Burst
- Wiro, if so, what colour wire.....
- Loose leaf/ring binder

C.9 Special finishing

- Hanger
- Punched hole
- Thumb Cut
- Wire hangers
- 4 hole punched

SECTION D
Printing and deliveries

D.1 Who will be printing the job?

Covers

- OATS
- Your printer

Text pages

- OATS
- Your printer

Printer's name.....

Tel.....

e-mail.....

D.2 Covers specification

(OATS standard recommendation is 270gsm)

Paper weight

- 150 gsm
- 200 gsm
- 270 gsm
- other.....

No. of transparencies to be scanned for covers

Coating

- Matt laminate
- Gloss laminate
- UV varnish
- None

Seal

- Matt
- Gloss
- Silk
- None

D.3 Text pages specification (OATS standard recommendation is 115gsm)

Paper weight

- 90 gsm
- 115 gsm
- 150 gsm

Other.....

Seal or coating required

- Matt
- Silk
- Gloss
- None

Special paper required.....

D.4 Press pass required (Do you wish to pass the job on press yourself or wish OATS to undertake this task)

- | | |
|------------------------------|------------------------------|
| Oil Co. | OATS |
| <input type="checkbox"/> Yes | <input type="checkbox"/> Yes |
| <input type="checkbox"/> No | <input type="checkbox"/> No |

D.5 Delivery destination detail – main delivery point

.....
(Please supply full addresses on separate sheet)

D.6 What delivery points are required for Distributor copies?

- Central drop
- Local drops (Please list locations)

.....
.....
.....
.....
(Please supply full addresses on separate sheet)

Client Authorisation

This document describes the specification that OATS are to work to for my publication. I understand that any changes to this specification may result in a delayed delivery and possible additional costs.

Name.....

Position.....

Signature..... **Date**.....

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