

Digital File Specifications for TNT Vacations

DIGITAL SPECIFICATIONS FOR TNT VACATIONS

Platform: MAC

Materials: Digital files only

Preferred: PDF/X-1a

Acceptable: HiRes collect for output, saved in CYMK format

DOCUMENT CONSTRUCTION:

Build pages to trim size and extend the bleeds 1/8" beyond each side.

Keep live area 1/2" away from trim on all units.

All high resolution images, artwork and fonts must be included when the PostScript file is written.

Use only type 1 fonts. Use stylized fonts only. DO NOT apply style attributes to fonts.

All color must be CMYK unless the color will be printed as a spot color.

Total area density should not exceed the SWOP standard of 300%.

Do not nest EPS files within other EPS files.

All elements must be placed at 100% size. No rotation or cropping of placed images. This must be done in the original application. i.e., Illustrator, Photoshop, etc., prior to placing.

Place 6mm 5%, 25%, 50%, 75%, 100% C, M, Y, K patch strip on left side of document page.

Registration offset must be set to 30 pts. Bleed set to .125"

All required image trapping must be included in the file.

FILE FORMATS:

PDF/X1a (not a standard PDF file) File:

Careful attention must be paid to the proper creation of PDF/X1a files to ensure that they reproduce correctly. (See PostScript and Distiller Settings Specifications)

PDF/X1a files must be supplied as composite pages, one ad

per file. Files must contain all high res images as CMYK or grayscale and have all fonts embedded.

MEDIA:

Media: Macintosh formatted ISO9660 CD-ROM, 5.25"

Media Labeling Requirements: Publication name, issue and date; agency name and phone number; contact person and phone number; advertiser; vendor name; file name/number; print window of the directories on disk.

PROOFS:

Supply digital proofs calibrated to SWOP specifications that represent the digital file at 100% (Kodak Approval is preferred).

All off-press proofs must include a SWOP approved color bar and manufacture ID to be acceptable SWOP proofs. For a list of certified SWOP proofing systems, visit www.swop.org/certification.html. Proofs made using digital proofing systems should use a digital control bar having similar content to the hard-dot film control bar. This color control bar should have the following characteristics: Screened areas with rulings of 133 lines per inch with tint values of 25%, 50% and 75% of each of the primary colors in physical proximity to a solid patch. Two-color overprints of the same 25%, 50%, 75% and solids are also recommended. Additional areas such as 1%, 2%, 3%, 5% and 95%, 97%, 98%, 99% may be useful, especially for digital output. A gray balance bar must be included on the proof, designed to match the neutral appearance and weight of black tints of three different values, under standard viewing conditions. The three-color gray balance portion of the color bar should have the following values:

Gray Balance Black Cyan Magenta Yellow

75% 75% 63% 63%

50% 50% 40% 40%

25% 25% 16% 16%

Digital File Specifications for TNT Vacations

This color bar could take the form of a manufacturer's color control guide, a GCA/GATF Proof Comparator, or a GATF/SWOP Proofing Bar or their digital equivalents. An exposure control element may also be included where appropriate. A Digital Proofing Control Bar, provided by the manufacturer, obtained from SWOP, Inc. or created in-house, must be included on all proofs, in order for them to be considered acceptable SWOP proofs. This bar should contain all the elements as described above. Gray balance should appear neutral and similar to that of a SWOP press proof and the substrate should appear similar in hue and brightness to Textweb Proofing Paper. Digital color bars should meet all requirements for color bars contained herein. SWOP has made color bars meeting the above requirements available as a free download in two different formats. www.swop.org/downloads.html. Label color proofs to indicate manufacture ID. If a SWOP certified proof is not supplied, one will be pulled from supplied file for press purposes at our printing facility.

Advertiser must provide a ruled proof for position.

Ads that do not comply with these specifications will be subject to a \$100/hour charge for any correction that must be made

Ads including website address are acceptable; please do not include telephone numbers