

Digital File Specifications for APC Currents

Advertising Requirements

Ad Sizes

- Crop marks for full page ads should be at trim size. Fractional ads should be set up exactly to sizes published. Bleed ads should extend beyond trim crop marks by 1/4 inch.
- Vital advertising matter should be kept at least 1/4 inch away from trim dimensions.

Specifications for Bleed Advertisements

- Single Page 8 1/8 x 10 3/4 inches
- Spread 16 1/4 x 10 3/4 inches
- Trim Size 7 7/8 x 10 1/2 inches

Ad Size/Space Unit	Width	Depth
Spread	15"	10"
1 Page	7"	10"
2/3 Page	4 1/2"	10"
1/2 Island	4 1/2"	7 1/2"
1/2 Page Vertical	3 3/8"	10"
1/2 Page Horizontal	7"	4 5/8"
1/3 Page Vertical	2 1/8"	10"
1/3 Page Square	4 1/2"	4 5/8"
1/4 Page	3 3/8"	4 5/8"
1/6 Page	2 1/8"	4 5/8"

All Ad materials would be sent to the following

Karen Huffman
 Quad/Graphics
 100 Duplainville Road
 The Rock, Georgia 30285
 phone: 706-648-5390
 fax: 706-646-7865
 Email: Karen.Huffman@qg.com

Data Formats

High End File Format Options

- TIFF/IT-P1 (FP, CT, LW, or FP, CT, HC)
- Scitex Native (CT and LW,)
- Scitex.job (CT and NLW)
- Scitex Handshake (CT and LW)
 - Resolution
 - Require LW files at 72 resolution (dots per mm)
 - Require CT files at 12 resolution (dots per mm)
 - Note: The CT resolution should always be equally divisible into the LW resolution
 - Offset
 - 0, 0 offset preferred

- PDF/X1-a

Desktop File Formats

- QuarkXPress 4.1, 5, 6
- InDesign 2, CS
- PageMaker 6.5, 7.0
- FreeHand 8, 10
- Illustrator 9, 10, CS
- PDF / Acrobat 3.0 (compatible)
- PostScript (4/c composite)

Additional File Specifications for Offset

- DCS Bitmap (copydot) Resolution: 2400 DPI
- DCS 2 (should be made with raster or screen bitmap data) i.e. Not just pages in Quark saved as DCS 2

Desktop Element Formats

- Images/Scans - TIFF, EPS, or Scitex Handshake CT
- Fonts - PostScript Type 1 fonts only
- Include all fonts (printer and screen fonts). DO NOT use Multiple Master fonts or TrueType fonts
- Logos/Artwork - EPS
- Resolution Continuous tone rastered images should be at 2x the linescreen or greater (300 or greater is hi-res for 150 linescreen)
- Bitmap files should be at 1000 DPI or higher.
- TIFF or EPS between 200 and 400 dpi

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Miscellaneous Instructions

Desktop Instructions

- Build pages to trim size and extend bleed beyond page edge.
- Do not stylize fonts from layout application such as making the type bold or italic. While the appearance of the font will look good on the screen, what prints will be the unstylized font.
- All elements must be at 100% size. Scale images outside the page layout program
- Rotation and cropping of images in layout program should be avoided.
- If any solid black type or solid black type boxes are needed to knock-out of a background, a separate color should be created in the applications color palette with the following tint values assigned to it; 100% Black, .25% Cyan, .25% Magenta, .25% Yellow.
- Include all fonts, images/scans, logos/artwork.
- Do not nest EPS files in other EPS files.
- Do not compress any image files.
- All images/scans must be in CMYK mode for 4/c ads.
- All images/scans must be in Grayscale mode for B&W ads.
- All colors in the page layout program should be changed to CMYK.
- Spot colors should be turned off except when a spot color is required.
- Font information should include, manufacturer, font name, and version.
- Four-color solids should not exceed SWOP density of 300%.
- Supply Quark "Collect for Output" or similar reports.

Additional Instructions

- Supply one composite LW and CT per ad.
- Black text should be merged with the LW file.

General Specifications

Proofs

Content and Position Proofs

Supply hard copy proof matching each digital file. Proofs must be provided at 100% size

Off-Press Proof Cover Sheet

The off-press proof should be accompanied by a cover sheet or equivalent (e.g. label) stating the proofing product or system used, name, address, contact person of the prepress service supplier and information relating to conformance with the manufacturer's Application Data Sheet.

Contract Proof Options

Proofs are subject to annual SWOP® certification. Visit <http://www.swop.org/certification.html> for a complete up-to-date listing of SWOP® approved color proofs.

Control Bar

All off-press proofs should include a color bar. This color bar should be at 133-line screen on all halftone proofs - analog or digital. All color bars should include a solid and 25%, 50% and 75% tints of each process color; solid overprints and at least one gray balance patch (cyan = 50%, magenta & yellow = 39%). Two-color overprints at 25%, 50%, and 75% are also recommended. 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.

Supported Media

Mac/PC Formatted Options

- 100 Mb Zip
- CD-ROM
- DVD

Media Labeling Requirements

- Agency Name
- Contact Name
- Phone Number
- Ad Number/Name
- Vendor Contact
- Return Address (for return of material)
- List of Content