

## Digital File Specifications for La Vie Claire

### Ad Dimensions

Keep live copy 1/2" per page from trim and gutter.

Trim Size: 9 x 10 7/8

<u>Ad Size</u>	<u>Non-Bleed</u>	<u>Bleed</u>
1/4 Page	3 1/2 x 4 1/2	-----
Full Page	8 x 9 7/8	9 1/4 x 11 1/8
Two Page Spread	17 x 9 7/8	18 1/4 x 11 1/8

### Production Schedule

Production Schedule for space reservations and materials due to Quad/Graphics.

<u>Issue</u>	<u>Material Due</u>	<u>On-Sale Date</u>
Winter	November 10, 2008	January 13, 2009
Spring	February 3, 2009	March 31, 2009
Summer	May 5, 2009	June 30, 2009
Fall	August 4, 2009	September 29, 2009

### Contact Information

Creative Director  
Donna Murphy  
murphy.donna@comcast.net

Sending ad materials to  
Quad/Imaging  
Attn: Don Aehl  
N63W23075 Main Street  
Sussex, WI 53089

### 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
- To create PDF file refer to PostScript & Distilling Specifications

#### 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.

### Media

- We are not able to accept email file attachments
- 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

### 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.

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### **FTP Instructions**

Before sending files for Claire Murray please send an email to daehl@qg.com, cacapecod@netscape.net, and murphy.donna@comcast.net, so we may confirm with you that the file was received.

Be advised when submitting ad files electronically (without supplying a printed proof for comparison) we will be unable to perform a thorough content or color comparison. Therefore, the supplier assumes all risk in this event.

Files can be transmitted electronically using FTP. Please do not attempt to send them as email attachments, because they cannot be processed. All files sent should be archived together and compressed if possible. The preferred formats are Stuffit (.sit, .sitx) or Zip (.zip) archive files. The resulting archive file should also be named appropriately to identify the ad and issue it will run in. For example: "sailor\_valentines\_spring06.sit".

If these steps are not followed, we may be unable to process your ad.

### **Internet Explorer for Windows**

After clicking on the link below you will be prompted to enter a username and password.

Username: qd\_claire\_murray

Password: 4428576

ftp://quaddisk.qg.com/QuadImaging/Sussex/INCOMING

Once connected, an empty browser window will appear. Drag & drop files into that window to upload them.

### **Mac OS X**

Select the "Connect to Server..." menu item while in the Finder (command-K). Then enter the following URL:

ftp://quaddisk.qg.com/QuadImaging/Sussex/INCOMING

You will then be prompted to enter a username and password:

Username: qd\_claire\_murray

Password: 4428576

Once connected, an icon named "INCOMING" will appear on your desktop. Drag & drop files to upload them.

### **FTP Client Users (Fetch for Macintosh)**

Server: quaddisk.qg.com

Username: qd\_claire\_murray

Password: 4428576

Directory: QuadImaging/Sussex/INCOMING