



grace ormonde
WEDDING **STYLE**



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WEDDING **STYLE** NEW ENGLAND

DIGITAL FILE SPECIFICATIONS FOR 2008

PUBLICATION TRIM SIZE: 9 1/2 " x 12 "

BINDING: Perfect Bound

COVER PRINTING PROCESS: Sheetfed

INTERIOR PRINTING PROCESS: Web Offset

SAFETY MARGINS: Live matter intended to print must be positioned in accordance with the non-bleed size of the ad. A minimum distance of 1/4" should be maintained from trim. Gutter safety for spreads and 1/2 horizontal spreads is 1/4" on either side of the gutter (1/2" total). Publisher advises against crossing "gutter" in two facing page ads with either letter or design which requires near-perfect alignment. Alignment cannot be guaranteed in all copies due to mechanical variations in manufacture.

DIGITAL SPECIFICATIONS:

DOCUMENT CONSTRUCTION:

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

> Supply spread ads as single page files with 1/4" safety on either side of the gutter.

> 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.

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%

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. Digi-

tal 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.

DISPLAY ADVERTISING SIZES:

Publication Trim Size is 9 1/2" x 12"

Bleeds should be extended 1/8" on each side past the trim size.

Full page NON BLEED (ad with white border)	9" x 11 1/2"
Full page BLEED	9 3/4" x 12 1/4"
Spread NON BLEED	18 1/2" x 11 1/2"
Spread BLEED	19 1/4" x 12 1/4"
1/4 page	4 7/16" x 5 7/16"
1/2 page	4 7/16" x 11 1/8"

SHIPPING INSTRUCTIONS:

Send all relative material to:

Elegant Publishing Inc.
C/O Advertising Department
184 County Road 2nd Level
Barrington Shopping Center
Barrington, RI 02806 USA.