

IPC Media Advertising

www.ipcadvertising.com

Technical Specifications for Magazine Print
Production (Aug 2011)



IPC Media

Blue Fin Building, 110 Southwark Street
London, SE1 0SU



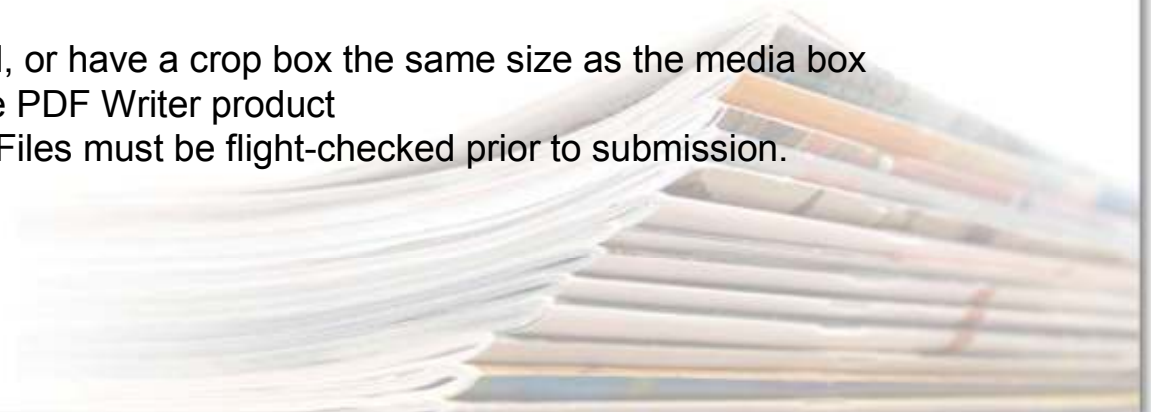
pass4press

speckle

IPC|ADVERTISING

Digital File Format

- All files must be submitted as PDF/x-1a:2001 as per the pass4press guidelines outlined in version 10, the output intent should be set according to the individual title requirements which can be found at www.specle.net together with advertisement sizes and contacts. Specifications regarding PDF creation can be downloaded from www.pass4press.co.uk Profiles are available via the Specle website, or from www.eci.org If you choose to create your own profile, it must fall within the above characterisation set.
- All DPS files must be supplied as single page elements. There must only be one page to each PDF file and each page should be supplied with an allowance of 4mm either side of the gutter
- Overprint settings should be set correctly in the source application
- A bleed area must be contained within the file when an image is intended to bleed
- The file should contain a Trim Box and crop marks
- Total area of coverage (TAC) of elements on a page should not exceed 300% (web offset) 360% (gravure).
- The number of pages in a PDF file should be exactly one
- A PDF file should not contain annotations that are set to print
- No object in a PDF should be transparent
- A PDF file must either have no crop box defined, or have a crop box the same size as the media box
- A PDF file should not be created with the Adobe PDF Writer product
- All files should be set up as composite CMYK. Files must be flight-checked prior to submission.



Images

- All pictures within ads must be separated to the relevant printing condition as characterised by FOGRA as determined by the output intent.
- All images should be supplied at a resolution of 300dpi
- Images should be converted to the above CMYK output condition in the native image-editing application, and not converted during the production of the pdf as unexpected colour shifts can occur
- Images should be placed in the layout application at 100%, and not scaled in the layout application. Any required resizing should be preformed in the image editing application
- Images using 16 bits per sample should not be used in PDF files
- Resolution of one bit images (either regular images or image masks) shall not be below 550dpi
- One bit images shall not use JBIG compression
- Images shall not use JPEG 2000 compression
- No transparent elements should be included, i.e. transparencies must be flattened.
- QR Codes – It is recommended that any such codes should only be reproduced in black on a white background and not out of all 4 process colours. The size/positioning of the code and its ability to be scanned and linked as intended to other media is the responsibility of the advertiser.



Type, Tints & Tones

- The first printing tone is 2% for web offset and 5% for gravure, note that catch lines will still drop out
- Minimum single colour tint accepted is 15%
- Minimum multi colour tint accepted for each ink is 8%
- Four colours in neutral areas should not exceed 260-300% for Web Offset (360% Gravure).
- Fine lettering (thin lines, serifs) should be restricted to one colour
- Type reproduced as solid is to be no smaller than 6pts
- All reverse lettering should be no smaller than 10pts, avoiding fine serif fonts
- No type should be placed within 10mm of the trim area
- All fonts must be embedded and subset.
- A PDF should not contain white text set to overprint
- Embedded composite fonts which are not subset should not be used in a PDF file
- A PDF file should not use multiple master fonts or multiple master instances.



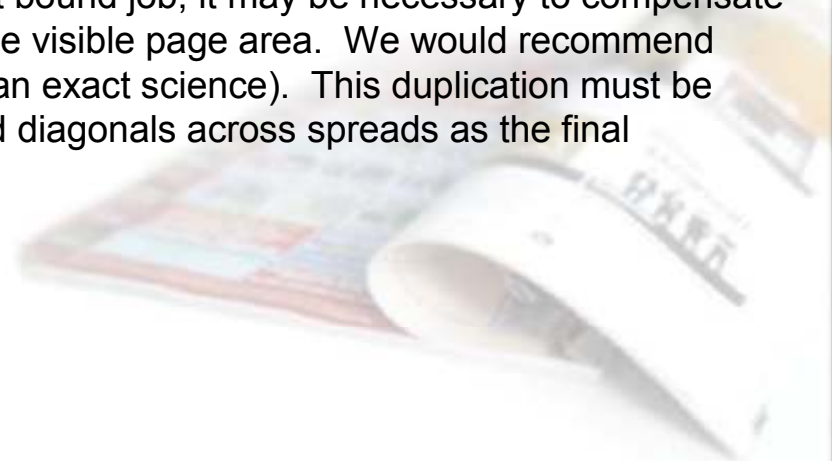
Proofing

- If an accurate, validated hard copy proof is not supplied, IPC Media cannot be held responsible for the subsequent reproduction of the advertisement.
- Digital proofs must be 100% of the final size and must be produced from the exact pdf file supplied.
- Digital proofs can be accepted from a range of devices. Please check the FOGRA website (www.fogra.org) for a list of FOGRA accredited devices, based on the forthcoming ISO 12647-7 proofing standard.
- All proofs must include the UGRA/FOGRA media wedge CMYK v2.2. This should be included outside the page area, reflecting the relevant output intent. The UGRA/FOGRA Media Wedge CMYK is intended for the monitoring of digital proofs and is used as a digital control aid to monitor the effect of imaging in CMYK mode see www.mediawedge.com Proofs should be validated using the wedge and a proof control system, please ensure that the approved sticker or full report is attached to the proof.
- IPC Media requires that all proofs supplied for colour matching have an average Delta E tolerance of 2 (for optimum proof control and standardisation) No single patch should have a Delta E variation greater than 3.
- IPC Media will make all reasonable efforts to ensure that the content is printed within the ISO 12647-2 printing condition.



File Delivery & Other

- Our preferred method of file delivery is via Specle, Adstream or Vio (AdSend) who will create and or validate PDF's to the recommendations of the Ghent Work Group and PPA pass4press. For more information please see www.specle.net , www.adstream.com , www.adsend.com
- All files must be clearly identified with magazine, issue date and client.
- If supplying files on disc, please use industry standard Media which must be write protected and contain only the file required for each advertisement.
- Alternatively, please contact the respective Ad Production Controller for the title concerned.
- IPC Media cannot guarantee the reproduction of any material that is supplied out of spec. We may at our discretion take reasonable action to convert the material in order to make it conform or we may refuse to accept it.
- As perfect bound publications cannot be opened out flat, there is always a certain amount of the page in the spine area that cannot be seen. Page elements should avoid this area (10mm margin in the back of each page is usual for perfect binding). Where an image goes across a spread in a perfect bound job, it may be necessary to compensate for that part of the image that is visually lost by recreating it within the visible page area. We would recommend "stepping" the image by 4mm in each direction (although this is not an exact science). This duplication must be contained within the final format. Where possible avoid pictures and diagonals across spreads as the final alignment cannot be guaranteed.



General Design Considerations for Gravure Reproduction

- Please note: If you are advertising with a spread across the IFC and first text page. There maybe a slight variation in colour due to the differing paper grades and print process, in some cases the covers are web offset and the text is gravure.
- Black solids or headline type should have a 50% cyan tint applied.
- Black text should overprint image areas and be made up of 100% black only.
- Black lines should be 100% black with no other colours. Minimum line thickness 0.2mm.
- Extremely thin and fine type, particularly with serifs, should be avoided.
- Thin lines, box rules, small type matter and detail should be reproduced in one colour only to guarantee registration and clarity.
- Reversed out type should be made using a minimum of colour.
- Type matter or detail smaller than 10 point size should be reversed out of one colour only.
- The Printer will NOT apply trap.

