

# CMYK PRINT REQUIREMENTS

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## Digital Submission Instructions For Print Advertising

- Ad materials are to be supplied as digital files in the preferred PDF/X-1a:2001 format.
- To match the color expectations of our advertisers, WITSGG requires the PDF/X-1a:2001 file format and a SWOP proof for each ad submitted. Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats. Non-adherence to the preferred format may necessitate production fees. • • WITSGG is not responsible for making corrections to supplied files.
- Customer-supplied digital files and SWOP proofs will be retained for up to three months following publication date and then destroyed unless otherwise requested in writing.

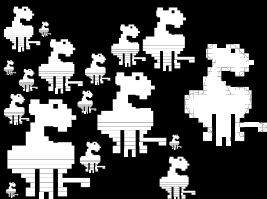
## PDF/X-1a:2001 File Preparation

Adherence to the following guidelines in application file preparation will aid in successful file conversion:

- Create ad layouts in a professional desktop publishing program such as Adobe InDesign®.
- Create one PDF/X-1a:2001 file per ad or ad page; spread ads may be submitted as a single file.
- **Orientation:** Set native application files in portrait mode at 100% with no rotations.
- **Color:** Define all colors as CMYK process. Unintended spot color and or Pantone colors must be converted to CMYK process. RGB, LAB and ICC based colors are not allowed. Black & white images should be saved as single channel black only before placing them into the page. Nested grayscale or nested single channel black may become 4/C when printed. Delete any unused colors.
- **Images:** Must be high resolution SWOP-compliant with a resolution of 300dpi for CMYK and 1200dpi for black & white images. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles.
- Total area density for color images should not exceed SWOP standard of 300%.
- All ads must be created to bleed specification with crops (printer marks) set at trim dimensions and placed outside the bleed area. Bleed must extend 1/8" beyond trim. Keep live matter a minimum of 3/8" from trim edge.
- **Type:** Fonts must be embedded. Use Postscript Type 1, Open Type or TrueType fonts only. Text containing thin lines, serifs or small lettering should be restricted to one color.
- Layers within the document file must be flattened. Opacity — all objects, artwork or effects in the document should be set at a maximum of 99 percent before flattening layers.
- Generation of acceptable PDF/X-1a:2001 files is done by the output of a Postscript file (.ps) which is then distilled through Adobe Acrobat Distiller using the PDF/X-1a:2001 setting to avoid font, transparency and layering issues. It is recommended that the PDF file be certified PDF/X-1a:2001 using a PDF preflight utility like Adobe Acrobat Professional (version 6 or higher) or Enfocus PitStop.

## Proofing Requirements

A SWOP certified proof is required for all color ads. Proofs must be representative of the supplied file at actual size and display a printer's color control bar. Alternative proofing formats will be used for content only. Visit [www.swop.org](http://www.swop.org) for a complete list of current certified proofing options. When calling for spot color (Pantone) usage on press, clearly indicate such on the supplied proof.



### For More Information

Please e-mail your ad submissions to:  
Stacey R. Bowers  
CEO, AugustPride, LLC  
[stacey.bowers@augustpride.com](mailto:stacey.bowers@augustpride.com)



**AugustPride.com**