

# *Pre-Press Production Guidelines for*



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## General Information

We aim to provide a high level of service and ensure that your work is printed to the highest standard.

Pre-press specifications appear complicated to the 'untrained' and sadly if they are not followed correctly can result in printed work not to the quality that we all strive for and know can be achieved.

Should you have any questions or areas of doubt in your mind regarding pre-press issues, then we would encourage you to contact one of our account executives who will be able to help you with technical information, explained in a user-friendly way.

We would much rather deal with your questions pre-press rather than post-press.

You will find a phone number for the account executives on the contact list provided or please phone the main switchboard.



Tel: Switchboard 01924 220633

Pre-Press 01924 228339  
e-mail: [repro.digital@acornweb.co.uk](mailto:repro.digital@acornweb.co.uk)

FTP:

Contact Customer Service Executive for username  
and password

Internet via Insite

Contact Customer Service Executive for username  
and password

Acceptable Media  
CD and DVD

## The printing process - why use PDF files?

PDF files (portable document files) streamline the printing process, providing more consistent and reliable results. In particular, they allow for fewer delays from missing components or unstable files.

- PDF files contain all fonts, graphics and page layout information necessary to display and print the file exactly as it is laid out.
- PDF supports a variety of compression methods, allowing for much smaller files that are easier to transmit and faster to print.
- Key benefits of PDF files are page, platform, application and device independence.
- Acrobat Distiller normalises the original Postscript file, creating cleaner, more reliable Postscript for final output.

For more information on the use of PDF in the print and publishing sector visit: [www.adobe.com/acrofamily](http://www.adobe.com/acrofamily).

## Important Production Guidelines

### PDF File Creation

Adobe Acrobat Distiller is the recommended software for creating PDF files for use in a commercial printing environment. PDF files created using proprietary workflow systems can also be accepted subject to prior testing of files.

For successful output of jobs the following guidelines should be adhered to:

#### Compliance

- PDF version 1.3.
- Files must be composite.
- Files must be CMYK.
- Files must contain crop marks and must be centred in document.
- All files must be set up allowing for a minimum of 3mm bleed where required.
- No live matter should be placed within 5mm from trimmed edge.

#### Font Usage

- Pseudo italics and pseudo bold fonts must not be used (keystroke bold/italic).
- Multiple Master and Truetype fonts should be avoided as they can cause unpredictable final output.
- All fonts must be embedded.

#### Graphic Elements

- All resolution guidelines (as per settings) must be adhered to and in particular imagery should be 250 - 300dpi in the final PDF.
- Combined colour ink density should not exceed 300%.
- All imagery is in CMYK ie. no RGB or LAB images.
- Four colour process work must have all Pantone colours and RGB/LAB images converted to CMYK prior to creating PDF as consistent colour conversion on the RIPs cannot be guaranteed.
- No ICC colour profiles are to be included.

#### File Naming Conventions

- PDF file names should include: page number, publication and issue.

(eg. P.21\_Mag\_June\_.pdf)

- File names should NOT include any special characters. e.g. / : \ \* < > ! - ? ' " | & • , + } ] ( ) #

#### Miscellaneous

- No password or security options should be allocated to the Distiller settings.

The supplied PDF is the Digital Master and its content always remains the responsibility of the customer. Acorn Web cannot accept responsibility for errors due to out of specification files.

### Flight Checking

- It is strongly recommended that a flightchecking application is used to check the integrity of the PDF prior to delivery. Acorn Web recommends Enfocus Pitstop ([www.enfocus.com](http://www.enfocus.com)).
- Content of digital files must be verified before sending. The file content remains the responsibility of the sender. Acorn Web cannot be held responsible for any delays in production due to supply of incompatible PDF files.
- Any supplied proofs must be generated from the PDF file and not the native application.
- Flightcheck must ensure the following:

All fonts have been embedded.

All imagery is in CMYK ie. no RGB or LAB images or spot colours.

Page geometry is correct.

Image resolution is appropriate.

No ICC profiles have been included.

Composite files not separated.

Total ink coverage does not exceed 300%

PDF version 1.3 or higher.

Please visit [www.pass4press.com](http://www.pass4press.com) for exact specifications and detailed information on how to create compliant files and pre-flight them.

## Helpful Hints for Designing Effective Web and Sheet fed Publications

### Fine Lines and Text

Fine lettering, thin rules and small type matter should ideally be reproduced in one colour only. The registration of such elements in more than one colour cannot be guaranteed and the slightest movement during printing may result in colour fringing.

### Reversals

Small size type especially Serif Typefaces should be avoided.

### Large Tint & Solid Areas

Large tint areas should ideally consist of no more than two of the colours from the four-colour set with a minimum difference of 15% dot value between the colours. Where a large area of solid black is to be reproduced it is advisable to add a 40% cyan tint, this will add density to the black and ensure a better-finished product. For fine linework or lettering that reverses out of the solid black it is advisable to spread the cyan back slightly to allow for register tolerances.

### Black Solid Panels Over 4 Colour Halftones

Where there is the requirement to have a black panel with reversed out text over a four colour Halftone, It is advisable to create this with a 40% cyan tint underneath (as above). This will ensure that the black panel does not overprint the rest of the four-colour set, which may cause colour fringing with the reversed out type.

### Line Ups and Cross Overs

Elements that cross the spine of a title should be considered carefully, particularly as the printer's imposition to obtain a finished product could result in spreads being split and placed in totally opposing tracks. This should be especially considered with A5 publications. It is also advisable to split full words over the spine so a single letter does not run over two pages, as when the finished publication is bound the run across may not line up exactly.

### Size and Specification

It is important that the finished document files or final film accurately reflect those of the original enquiry as machine capacity and materials will be specified early in the order proceedings, and subsequent changes may be costly.

### Live Matter

It is advisable that important information be kept at least 10mm from the edge of the page to enable finishing tolerances to be maintained.

### Page Throw Out

When producing high paginated stitched publications, it is important that allowances are made for the throw out, or bulking of the product. This occurs when the centre pages of the publication trim smaller than the outer pages due to the bulk of the spine. Allowances need to be made at the design stage to ensure the quality standards of the product.

Below is a guide with various weights of stock and the amount each page will need to be pulled into the spine in the relevant section. The page size within the publication must remain the same throughout, however the contents of the page must be moved towards the spine. For example the publication that you are producing is 4 sections on 90gsm with the front cover numbered page 1, the following will need to be allowed for.

	Section					
	1	2	3	4	5	6
60gsm	0	0.70	1.40	2.10	2.80	3.5
75gsm	0	0.75	1.50	2.25	3.00	3.75
90gsm	0	0.80	1.60	2.40	3.20	4.00
115gsm	0	0.90	1.80	2.60	3.40	4.50
130gsm	0	1.00	2.00	3.00	4.00	5.00

#### Example:

Pages 1 to 8 and 57 to 64 will have no allowance for push out.

Pages 9 to 16 and 49 to 56 will be moved 0.8mm towards the spine.

Pages 17 to 24 and 41 to 48 will be moved 1.6mm towards the spine.

Pages 25 to 40 will be moved 2.4mm towards the spine.

Please contact your Customer service Executive allowance measurements queries.

## Hinge Allowance

When preparing the Artwork for a publication that is Perfect Bound and has a double page spread that runs over from the inside front cover to the first text page the hinge of the publication must be taken into consideration. When the hinge is set at 5mm the inside front cover needs to be moved 5mm to the left and the first text page 5mm to the right. This when bound will then run over correctly. Please set the bleed to the page edge so in effect we have a 2 x 5mm repeat on the spread when viewed before binding.

## Allowance for Perfect Bound Text Sections

When preparing the Artwork for a publication that is Perfect Bound and has a double page spread that runs over from the text pages please allow any photographic or illustrative images to run as a normal double page spread, however please allow for any headline the runs over. It is normal to allow 4-6mm extra character spacing down the spine for headlines etc. Please do not run body copy across the spread due to the nip that is required with perfect bound publications.

## ICC Colour Profiles

To ensure that all pages are reproduced correctly the web Coated ICC profiles must added to PDFs when generated See Pass4press ([www.pass4press.com](http://www.pass4press.com)).

## Flat Plan and Dummies

A flat plan or "dummy" must be supplied for the checking of page positions and contents in planning and printing. All flat plans and dummies are to be correct prior to planning and any change in the page position or contents should be notified to the factory as soon as possible.

## Hard Copy Proofing

On request Acorn Web can provide hard-copy Backed up imposition proofs s for approval of content only or provide a matchprint colour correct proof. These will be charged at the prevailing rate along with appropriate transport costs. Due to the additional time required for this approval process, there may be an adverse impact on the required production schedule. Jobs will not proceed to press until formal approval is received.

## Insite Remote Proofing

Acorn Web now makes internet-based communication a convenient reality, streamling the process of job submission and remote proofing and approval. Insite is an internet portal into the production environment and provides the customer with secure and controlled web access to their print jobs.

When a customer logs on using their unique username and password, they see the status of their jobs, view a thumbnail of all pages in each job. Customers can measure colour density, view separations and view page cropping. Customers can also use Insite to quickly and easily upload job data without the need for any additional software.

Contact your Acorn Customer Service Executive to get an account created and discuss whether you would like to use the system to approve pages, upload data or both.

Please be aware some minimum requirements, such as good Internet connection speed, compatible web browser and security settings have to be met for system to be used efficiently. Click on the Troubleshooting link on the Insite home page [www.insite.tradermedia.co.uk](http://www.insite.tradermedia.co.uk) and Insite will perform a compatibility test with your browser.

## Ink Weight

Acorn runs its web presses to the following ink densities: Ink Shades and Sequence: British Standard 4666

	Coated Stock	Uncoated Stock
Black	1.70	1.60
Cyan	1.30	1.15
Magenta	1.30	1.15
Yellow	0.95	0.90

## Acorn Web Pre-Press Configuration.

### Workflow:

- 1 x Kodak Prinergy 4 Pdf Workflow.
- 1 x Kodak Virtual Proofing Software.
- 1 x Kodak Preps 5 Impostion Software.

### Proofing:

- 1 x Kodak Insite Web Server.
- 1 x HP5500 Large format Inkjet.
- 1 x Kodak Matchprint Epson 9800.

### Plate Output:

- 2 x Kodak Lotem Quantum 800II.
- 2 x Thermal Plate Processor.
- Kodak PTP Thermal Plates.

