

PDF Guidelines 2011

Please read these guidelines to ensure that you are providing WebMart Ltd with suitable artwork. By doing this it will enable your project to get off to a good start and help you get the best possible finished results. It will also help avoid any additional hidden costs or consequent delays in production.

WebMart Ltd only accepts PDF artwork files that comply with the PPA Pass4Press PDF/X1a standard. This specification promotes industry wide best practice in creating print-ready PDF files, and aids compatibility with our selected suppliers internal systems.

If you are not familiar with this standard, fear not! The Pass4Press committee kindly publish a simple step-by-step document to enable you to set up your software correctly along with a host of other useful information. The document supports the recent versions of main industry page layout applications Quark X-press, Adobe In-Design and Distiller. The latest Pass4Press version 10 can be downloaded from the following link:

Version 10 download from: <http://www.ppa.co.uk/all-about-magazines/production/pass4press/>

For the technically minded, they also provide downloadable preset files, which can be downloaded from the following link:

Version 10 job option downloads from: <http://www.ppa.co.uk/all-about-magazines/production/pass4press/>

PDF / Artwork Creation Checklist

A quick checklist of the main points which are commonly over-looked and cause further problems when supplying PDF artwork are as follows:

- > Trims/crop/register marks should be set to appear at 100% of document trim size as per fig.1 below.
- > PDF's should be saved and supplied as v1.3 (Pass4 Press v8 stipulates PDF version 1.3, later versions may cause problems particularly with transparency).
- > All images and text should be embedded in the PDF, and not linked through OPI.
- > All images should be saved as CMYK, and not RGB.
- > Spot Pantone colours should be supplied as a 5th colour within the artwork.
- > Cutter guides should be supplied as a 5th colour not to print, or as a separate file correctly sized and positioned.
- > All halftone image resolution should be a recommended 300dpi. Line art should be 1200dpi.
- > Any transparencies should be flattened.
- > All pages require 3mm bleed on all sides. Perfect binding will require an additional 10mm on the spine.
- > If not bleeding off - all live matter (text & images) should be 5mm inside of trim.
- > ICC profiles should not be used. Our chosen suppliers do not apply colour management apart from to compensate for press dot-gain.
- > Solid black areas should be set as 'Rich Black' (Rich Black = 50% Cyan underlay + 100% Black) unless part of a CMYK image. If dark CMYK images are used, please refer to the UCR & GCR settings in the Pass4Press document.
- > Fine lettering, lines, text should be set as single colour only. If two or more colours are used then a minimum 9pt is recommended.
- > Fine type and detail can also be problematic when reversing or 'knocking-out' out of solid background colours, no less than 12pt is recommended and serif fonts should be avoided unless suitably sized.
- > Pages should be centred (horizontally and vertically) within the document with a common point of origin.
- > Pages should be supplied individually as single pages - not as designer spreads.
- > File names must be consistent, contain a name or number to identify the project and be correctly folioed, e.g. Webmart_32pp_ p01.pdf.
- > Revised amended pages should be additionally marked 'REV' e.g. Webmart_32pp_ p01_REV.pdf

Figure 1. Example of a supplied page.



Transferring Data

WebMart Ltd can receive data in the following formats:

FTP – 500mb data limit - This is the preferred method and details will be sent by your production account handler.

CD or DVD – 700mb data limit.

E-mail – 5mb data limit.

Proofs

Soft Proofs - WebMart Ltd provide low-res PDF proofs as the default requirement. These are suited for a quick turn-around and checking content only prior to printing.

*PDF proofs should be viewed in the latest version of Adobe Acrobat ensuring the 'overprint preview' setting is selected in advanced preferences.

Hard copy - If the design includes colour critical elements then WebMart Ltd recommend hard copy proofs. The kind of proof can vary from supplier but will give a reasonably accurate representation of the finished product (subject to the usual tolerances). Hard copy proofs are available with prior agreement and with sufficient time allowed in the schedule. Hard copy proofs will also be charged extra unless quoted for.

Supplied Proofs – where proofs are supplied it is unlikely that we will be able to match colour exactly.

Webmart do not check proofs – it is therefore the responsibility of the client to ensure they are happy with the proofs before printing. WebMart Ltd will not go to press without written final approval of the proofs supplied.

Contacts

Please contact your Production Account handler for further assistance on the details below:

Contacts

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