

Follow the guidelines below to ensure an efficient Prepress and Programming workflow.

PREPARING NATIVE PAGE FILE FORMATS

Quad accepts page files created using Macintosh computers with current versions of Adobe InDesign and QuarkXPress. Please adhere to the following guidelines when creating and submitting digital page files.

NATIVE APPLICATION PAGE CONSTRUCTION

We prefer to have pages created as single pages, set up as facing pages, built to actual trim size. When producing pages this way, elements that bleed off the page must be extended 1/8" over the edge of the page on all sides (unless saddle stitching, then only the three outer edges, no bleed required in the center/gutter). If building at final trim is not possible, the other option is to build page files to their actual bleed size. Add 1/8" for bleed to all outer edges (three outer edges for saddle-stitch). All live matter of importance, including all type, must be a minimum of 1/4" inside the final trim in order to ensure that no essential information is trimmed off during production.

- Variably printed images and copy should be placed on a separate layer from Static content that will be plated or used as the digital base asset for all versions.
- Monochrome copy that will inkjet or laser image in black should have the color changed from Magenta or Green to contrast further with the static page information.
 - Additionally, different imaging versions should be built as separate layers within the same native document.
- All fonts and images must be supplied. Use InDesign's "Package" or QuarkXPress' "Collect for Output" features when exporting. This gathers all the used files in the Native document to one folder for supply. Be sure to ZIP the collected folders prior to sending.
- InDesign and QuarkXPress offer built-in options for clipping paths. Special care should be taken to assure that the desired embedded path (from Photoshop) is selected and active.
- Supply all linked art as either CMYK or grayscale high-res images. We prefer 4/color images be saved as composite EPS or TIFF files. Avoid using DCS pre-separated 4/color CT files. Black and white line art should be in bitmap TIFF format.
- If you are designing for inkjet, check with Quad about size and location of inkjet heads to be used for variable areas
- Avoid litho screens in 4C ink jet areas, design to inkjet over white
- Black text/barcodes should be built using 0C/0M/0Y/100K -- do not use 4C build

PREPARING PDF IMAGE ASSETS

If you are submitting final page files as PDF, please adhere to the following guidelines:

- The printing industry standard PDF/X-1a is based on the 1.3 specification. Please supply either Acrobat 4 (1.3 spec) PDFs, or already flattened PDF files if you are using Acrobat Distiller 5 and above or exporting to PDF with InDesign.
- PDF files should have all fonts and high-resolution images embedded in the page file -- embedded high-res images should not contain ICC Profiles or PostScript Color Management.
- Final PDF assets should have any embedded variables and surrounding text removed from the page.
- Build all Images as trim + bleed (1/8" around). Include 1/2" slug area on all sides including crop marks and PDF filename.

SPECIFICATIONS FOR IMAGE ASSETS

Method of Delivery :	<ul style="list-style-type: none"> • Quad sFTP Preferred • Client sFTP & Hard Media (DVD, USB drive) Accepted • Web Browser-based fileshares Not Recommended
Resolution Requirements:	^300 DPI
Image Color Mode:	CMYK (Flattened, untagged)
Image Sizing:	Cropped and Scaled to the correct dimensions to fit it's variable zone.
File Type (Raster): (Photos, Signatures)	TIFF, JPEG, PNG
File Type (Vector): (Logos, Coupons)	*PDF-x1a, EPS
File Name Conventions:	<p>The assets must be named with a unique code as to programmatically link to the data file.</p> <p>Avoid using the following special characters: , ? / * \ () { > = : "</p>

IMAGE ASSET NOTES:

^Images less than 300 DPI may not reproduce well, but will print. Images greater than 300 dpi will not improve print quality, but will increase file size and can potentially affect performance.

*Unflattened PDFs risks incorrect reproduction due to flattening/transparency issues.

Continued

DYNAMIC VERSIONING GUIDELINES

WIREFRAME TEMPLATE CONSIDERATIONS

- InDesign document should have separate layer identified as a Data Map - which places <Field_Names> from VCT or Mail File on top of each zone.
- Zones (Text or Image) should be designed to be **stationary** within a template. Movement of a zone's top-left X/Y coordinate, or need for expanding/contracting boundaries, will necessitate an additional template.
- Be open to alternate line breaks when using embedded variables within text assets. Expect consistent leading between paragraph lines.

VARIABLE CONTENT TABLES (VCT)

Variable Content Tables are used for providing Text Assets and Image Asset Names in matrix format with zone designation to where it maps into the Wireframe

- VCT must include all fields used throughout all unique Templates within a program.
- A single VCT should be provided for all templates within a program (Do not separate VCT into different Tabs or Documents by version)
- VCT should only include image asset names and text asset copy. (Should not include snippets or instructions)
- <Embedded fields> within a Text Asset must precisely match field name from source (Mail file or VCT)
 - Data Fields are case-sensitive and space/underscore sensitive
- Consider character counts of embedded variables when copy writing
- Attempt to separate text with different font style and format into different fields
 - Different fields can be concatenated together to form zones
- If VCT fields absolutely must contain different font formatting, Use HTML tags to make changes:

Tagging Examples:

1) This is normal. This is bold. <i>This is bold italic. This is italic. <u>This is underlined italic.</u></i> This is normal.

-----Result-----

This is normal. **This is bold. This is bold italic. This is italic. This is underlined italic.** This is normal.

2) This is normal. This is Impact font, size 10

-----Result-----

This is normal. **This is Impact font, size 10**

PERSONALIZATION INSTRUCTIONS

Mail/Fulfillment Files: Please see QDS Non-Production Ready Media Specs

- Written Variable Imaging instructions are required for each imaging version to be programmed.
- The variables to be imaged must be embedded in the Text Assets and referenced on the instructions, calling out the variable field name from the Data Record Layout. For example: Please visit your nearest <Store_Name>!
 - Provide a low-res vector PDF sample of each imaging version with field names listed mapping to fields from data file
- Font detail: Quad/Graphics can extract this information from your native file or PDF with embedded fonts.
- Provide written business rules for programming, including:
 - Casing (UPPER, lower, or Mixed)
 - How to account for very long names, Ex: If the last name field is over X characters long, do Y.
 - "Defaulting" Rules for fields not 100% populated (specify slug or how to close up sentence) Ex: if no name, use Valued Customer
 - Proofing criteria: How many records? Specific variable data requirements? Corresponding input data dumps?
 - Printed Sample requirements for the job: How many samples do you require? Should they be "live" names or "Sample A. Sample"?

PRE-BUILD & TESTING

Clients are highly encouraged to provide test data, business rules, assets, and preliminary template artwork as far in advance of press date as possible. Quad will use these materials to pre-build the VI composition program and mail optimization workflows. Logic Proofs will be made available for client verification of business rule application and content accuracy. If completed prior to availability of final mail and art files, back-end print campaign execution timing may be improved.

CONTACT US

If you have questions about any of these guidelines, please contact your Quad Service Team. This will prevent production delays and additional costs.

These guidelines do not take into account all the special situations that can occur with VI Programming and pre-press production. We endeavor to be flexible, so if you require special arrangements or procedures in order to submit your files, please contact your Quad Account Manager.



See how we can help.



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