

NAHAN PREMEDIA DIGITAL WORKFLOW SPECIFICATIONS

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RECOMMENDED STANDARD FILE AND PAGE CONSTRUCTION

When reviewing files for output, we sometimes discover issues in the file construction that can unnecessarily delay or add costs to your project. The following pages are general guidelines to assist in setting up files for Nahan specifications. There may be special circumstances or requirements for each particular job. We suggest communication with your Account Manager to ensure any concerns are discussed before a project is sent to Nahan.

SOFTWARE

We support the latest versions of most popular desktop publishing software titles including the Adobe Creative Suite and QuarkXPress.

JOB ORGANIZATION

Please supply only the files that are necessary to produce the project. Eliminating files that are not needed will minimize confusion and expedite file processing. There are features in the most common page layout applications to automatically collect the document contents.

Supply separate files for different components (i.e. buckslip, letterhead, envelope).

We suggest native files contain 32 pages or less. Very large files require a long time to open, save, and print.

LABELING FILES/NAMING CONVENTIONS

We prefer that files are labeled so they are easily identified. Label by code/version, page number, or description. Avoid any special/illegal characters. Use alphanumeric, underscore, dash, and period. File names should begin with an alpha or numeric character. Do not begin names with a space or period. Limit file names to 17 characters or less. (i.e. "XYZ" for a code/version or "01" for up to 99 pages or "001" for up to 999 pages). Also be sure no two files have the same name. Duplicate file names will cause conflict errors.

REVISE PDF PAGES

We suggest when a revised PDF is required that it is supplied as individual PDF file(s). Replacement PDF file(s) should be labeled with the same name to overwrite the original PDF file(s).

PAGE SET UP

PDF documents should be submitted in single page setup, as opposed to spreads.

Page size and positioning must be consistent for all PDF files.

Allow at least 1/8" difference in panel size when the piece is folding with internal panels.

The spine for perfect bound books should be built into the page to include the front cover, spine, and back cover on one PDF and the inside front cover, spine, and inside back cover on another PDF. See cover hinge score file construction.

All pages should be supplied in a consistent and proper orientation with the head being at the top of the page (i.e. if the page is to be printed upside down, then the page should be supplied upside down to indicate the head at the top of the page).

Images that will crossover between two pages should be created on separate facing pages, not on an over-sized page/spread. Pages built this way will be difficult to split apart for imposition. For perfect bound books with crossover see hinge score crossover file construction.

Files should be created to the actual trim size. If your final printed product is intended to be 8.5 x 10.875 make your document page size 8.5 x 10.875.

Allow for bleeds by creating elements .125" inch past the trim in any bleed direction. Failure to extend bleeds correctly may result in white areas on the final piece where bleeds are missing.

When creating PDF file(s) crop marks should be offset .125" from final size. Upon request your Account Manager can provide you with the proper print styles and job options.

All text and images that do not bleed off the page, should have at least .125" clearance inside the final trim and away from the spine, if a catalog, to create a safety zone. This allows us to produce the best product possible, allowing for manufacturing tolerances.

PERFS, DIECUTS, FOLDS AND BACKUP

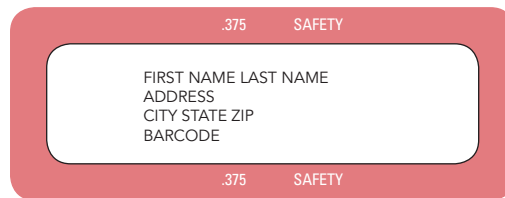
Check to ensure that panel lengths, perfs, and diecut areas backup. When a page design contains elements that are intended to backup, carefully place those elements with exact precision to achieve backup accuracy.

OE PACKAGE INSERT WIDTH CLEARANCE

Width of all inserts must be at minimum of .375 at both sides with a total of .75 smaller than the width of the OE they will be inserted into. Example: OE = 6x9; insert = 8.25 or OE = 6x9.25; insert = 8.5

OE PACKAGE WINDOW SAFETY CLEARANCE

Check to ensure there is .375 safety (no images or text) around the OE window placement on the insert that will personalize the mailing address. This allows for only the address to be visible through the window. See below. **Note the actual safety depends on the difference in width of your OE to the width of the personalized component.** Below example is for max clearance of .75. If your clearance is greater than .75 divide by 2 for the needed safety.



FONTS

Please submit only the fonts used in preparing your job for print. Fonts used in graphics, logos, and other EPS files must also be included; obtain these elements from the creator of those files. Both screen and printer fonts must be included with your job. We recommend using Postscript Type 1 fonts.

Choose the correct type style from the fonts in your font menu. (i.e. if you want to use a bold typeface, choose the bold version from the font menu. Do not choose "bold" from the type style menu or palette. The type on screen or on a laser print may look fine, however when output to a proof/plate, it may not.)

To make reverse type readable, avoid using type that is too small or delicate (i.e. font with fine lines).

Be sure to embed the fonts when supplying PDF files.

SPELL CHECK

Run spell check on the file prior to sending it to Nahan. Nahan will not take responsibility for printing misspelled words.

COLORS

Colors must be created and assigned in the manner in which they will print. Four color process items should be set to use CMYK colors. If your project is using a “spot” color, be sure to designate it as such. If you are using a “spot” color in your layout program, be sure that any usage of that color in an illustration program references the color with the exact same name (i.e. Pantone 186 CV is not the same as Pantone 186 CVU).

A rich black color should be used to avoid a washed out appearance wherever large borders, solids, or text are to print as black. Use the following Nahan CMYK values: C = 80%, M = 70%, Y = 50%, K = 100% to create a rich black.

Rich black is not recommended for smaller thinner type.

Total print density refers to the upper limit of the amount of ink that should be applied on paper. If ink coverage exceeds this maximum amount, various printing problems are likely to happen.

- HiBulk paper: 240%
- Uncoated, Offset & Opaque: 260-300%
- #4, #5 Gloss: 280%
- Matte/Dull/Satin/Velvet/Silk: 300%
- #1, #2, #3 Gloss: 320%

VARIABLE COPY

All variable copy must be supplied on a separate layer, labeled appropriately, and set to overprint.

FPO's

We will replace FPO (For Position Only) item(s) with images or line art according to file names you provide. All FPO item(s) should be labeled appropriately.

COLOR SPACES

CMYK, Grayscale, and Spot colors are acceptable. Avoid RGB, LAB, CalGray and CalRGB colors. Embedded ICC profiles, intended to manage color, will not be honored in processed pages. All output is managed to conform to GRACOL G7 methodology.

There will be more control over the appearance of your printed piece if you convert all of the images from RGB to CMYK before sending them to us. When we receive RGB images, we do a standard conversion to CMYK, which may produce compromising results. We cannot take the liability of the end results when images are supplied in RGB.

Nahan color technicians can assist you with color management according to these standards. We recommend the following link for color management ICC profiles:

<http://idealliance.org/downloads/swop-2006-gracol-2006-icc-profiles>. Load “GRACoL2006_Coated1v2.icc” into the proper locations on your system.

IMAGES

Please make sure that all images used in the file are sent with the job, including images that are embedded in other programs like Adobe Illustrator for editing purposes.

It is essential all images be supplied as CMYK, PMS, grayscale, or bitmap. Any images that are supplied RGB will automatically be converted to CMYK using a standard conversion.

Scaling images in a page layout program alters the resolution, so it is best to limit scaling in this manner. Raster image ideal resolution should be 300 dpi with a minimum of 200 dpi. Vector image ideal resolution should be 1200 dpi with a minimum of 600 dpi.

Do not crop a small area of a large image in a page layout program. Crop first in a retouching or drawing program such as Adobe Photoshop, then place only the portion of the image that is needed into the page at the proper size. This will reduce file size and allow the project to process more efficiently.



cropped image

Example:

If you only wanted to use the chandelier in this image you would crop the rest of the image out in a retouching or drawing program. Once this is done, bring the chandelier image into the page at the proper size.

MAINTAINING FILE LINKS (PATHS)

Do not change image file names after they have been placed into a page layout document without relinking. If you must change a name, establish a new link.

Make sure images in the document are updated before supplying files.

TRAPPING

Nahan uses an automated trapping solution through our Prinergy system. If supplied files have specific trapping specifications please communicate this to your Account Manager.

Nahan trapping specs: .07 mm = normal trap, .05 mm = cut back trap, .03 mm = for metallic colors.

Trapping double hit files (printing the same color, such as black, twice to achieve heavier ink coverage), the color of the double hit should be trapped/cut back .05 mm from the original size. The double hit color should be built as 80% of the original color.

When using metallic colors the 100% black should be knocked out of the metallic and remain normal size. The metallic color should spread into the black .03 mm. All other colors should be trapped at .03 mm.

GHOSTING

Definition: A faint printed image that appears on a printed sheet where it was not intended. Phenomenon of printed image appearing too light because of ink starvation. More often than not this problem is a function of graphical design. It is hard to tell when or where ghosting will occur. Sometimes you can see the problem developing immediately after printing the sheet, other times the problem occurs while drying. However if the problem occurs it is costly to fix, if it can be fixed.

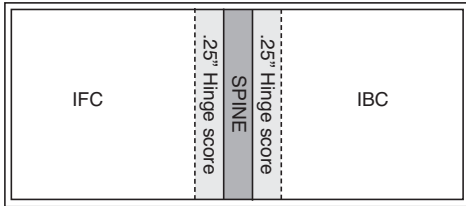
Example



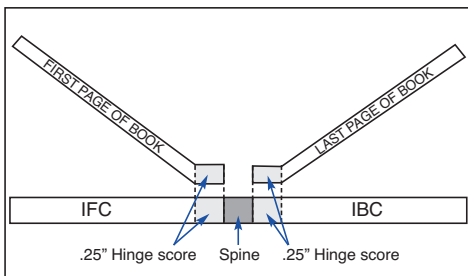
HINGE SCORE

COVER HINGE SCORE FILE CONSTRUCTION

Hinge scores are usually applied .25" away from the spine of a perfect bound book. The glue is applied on the spine and hinge score to assure that the cover adheres to the book better. In the case of a perfect bound book, the cover files should be set up as a 2 page spread including the spine amount. The .25" hinge score is included in the final size of your front and back covers.

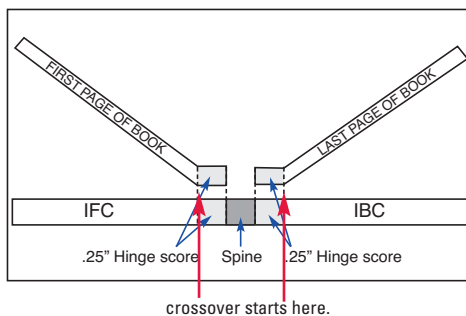


Inside front cover and inside back cover - knockout is required for the entire spine plus .125" into the hinge score for the inside front cover and inside back cover.



HINGE SCORE CROSSOVER FILE CONSTRUCTION

The amount of the hinge score is where the crossover starts, not at the spine. This applies to the inside front cover to the first page of the book and the last page of the book to the inside back cover. Bleed only .125" into the hinge area.



If there's coating on the inside front cover and inside back cover, bleed this .125" into the hinge score as well.

INTERNAL PAGE HINGE SCORE FILE CONSTRUCTION

For internal text pages only the first and last page of text should be adjusted for crossover due to the hinge score. Image on all remaining text pages do not need to be adjusted. If image is pushed out towards the face on the internal text pages there is a risk of double image in the spine when we are unable to remove enough grindoff at the binder. Nahan will not take responsibility for crossovers when files are supplied with push out.

POSTAL SPECS AND PLATE GAP

POSTAL SPECS (POST NET CODE AND FIM)

Post Net code should be .25" from the bottom of final piece and the first bar on the left side should be 4" from the right hand side of the final piece.

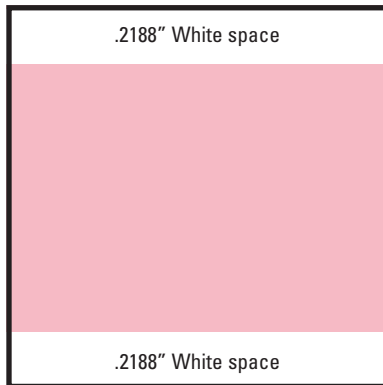
FIM bar should be .0625" from the top of the final piece and the first bar on the right side should be 2" from the right hand side of the final piece.

Nahan will not take responsibility for Post Net and FIM codes that are not placed correctly.

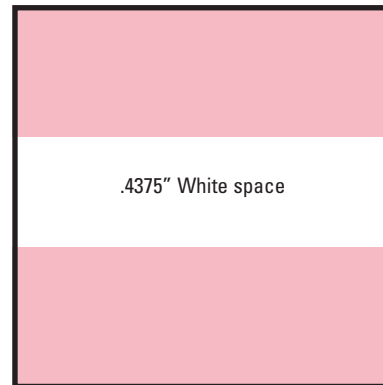
PLATE GAP

The plate gap is an area of print that is lost on both the lead and tail end of the plate. Image is lost when plate ends are bent and tucked into the press cylinder to hold the plate in place. Approximately .2188" is lost on most presses on each end. For example a press printing a 22" form has a printable area of 21.5625". The plate cylinder can be off-set with the blanket cylinder so that this non-print area can occur in the middle of the form. All form presses need this non-image margin area that cannot contain any print for plate gap.

There are 2 options to obtain plate gap:



Build file to have .2188" white space across the entire file top and bottom of the piece.



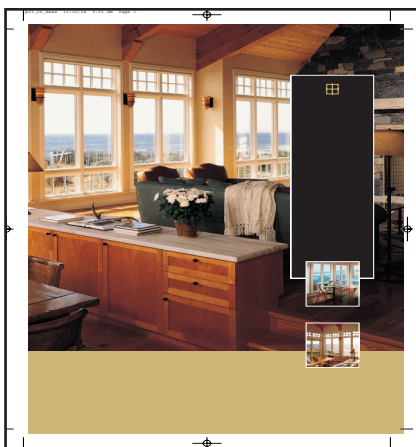
Build a total .4375" white space across the entire file anywhere horizontally on the piece.

COMMON PLATES

Nahan will not take responsibility for files that were said to be common, but are not set up correctly. The concept of using common plates is that certain plates will carry image that remains the same between the versions (i.e. a double postcard may carry a common 4 color, but the separate version offers can be broken into separate BLACK plates). To successfully accomplish this through the proofing and plating workflow, the files must be constructed using layers.

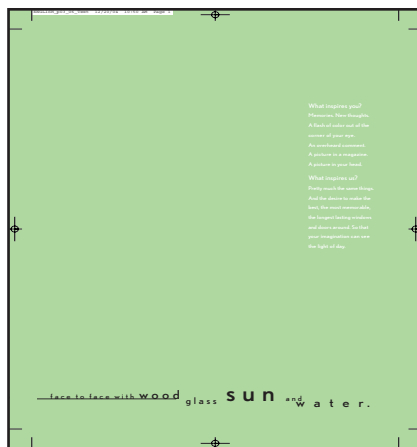


An example of the layers palette.



**Base Layer
(4 color common)**

Contains all items that stay the same between versions.

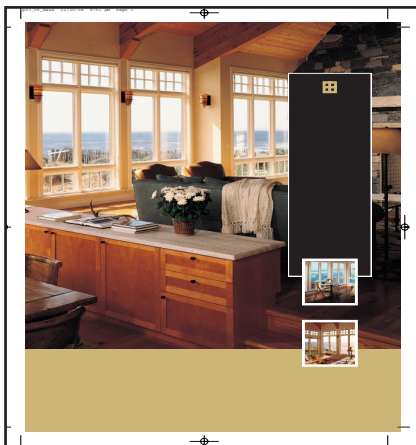


US Version Layer

(Green color is placed in the picture box for visual of knockout text)

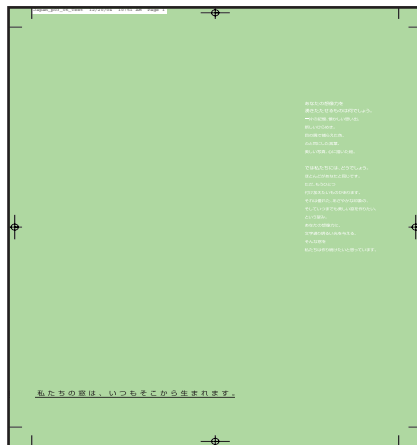


Complete US Layer



**Base Layer
(4 color common)**

Contains all items that stay the same between versions.



Japanese Version Layer

(Green color is placed in the picture box for visual of knockout text)



Complete Japanese Layer

TRANSFERRING ELECTRONIC FILES

TRANSFERRING ELECTRONIC FILES

By transmitting your print files to us electronically, you can eliminate burning your file to a CD or DVD and sending it to us in an express package. When transferring electronic files always compress the folder and contact your Account Manager with the location and file name. Below is a guide that will help determine which is best for you.

OPTION 1

Nahan Digital Solutions (INSITE)

Please stuff or zip all files before uploading.

Contact your Account Executive or Account Manager to have an account setup.

OPTION 2

Nahan SFTP

Contact your Account Executive or Account Manager to have an account setup.

OPTION 3

Customer FTP

Provide site, username, and password to your Account Manager.

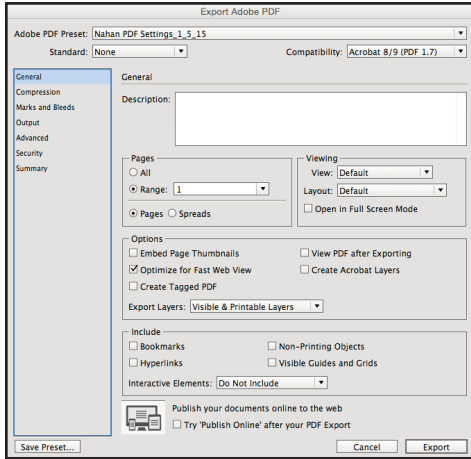
OPTION 4

Supply a CD or DVD

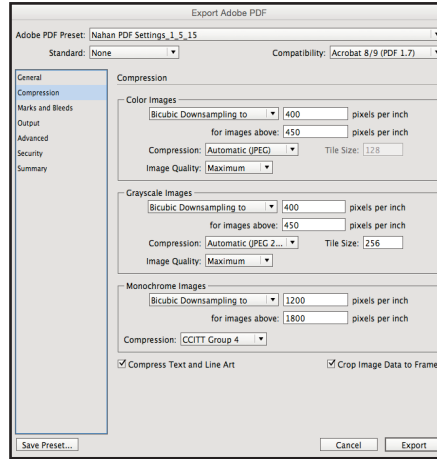
PDF SETTINGS

PDF SETTINGS

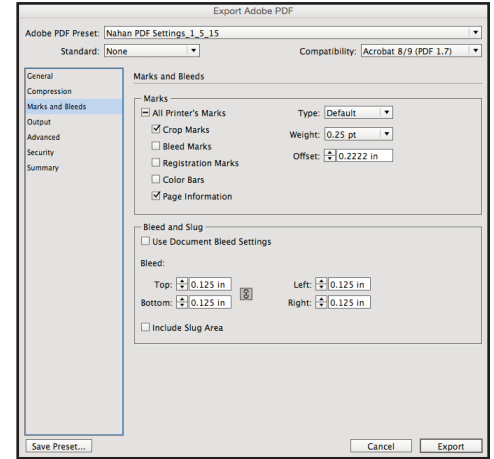
These are the settings that Nahan prefers you use when making a PDF. Nahan can also supply a file that can be imported into Acrobat, Indesign or Quark to output with these Nahan settings automatically.



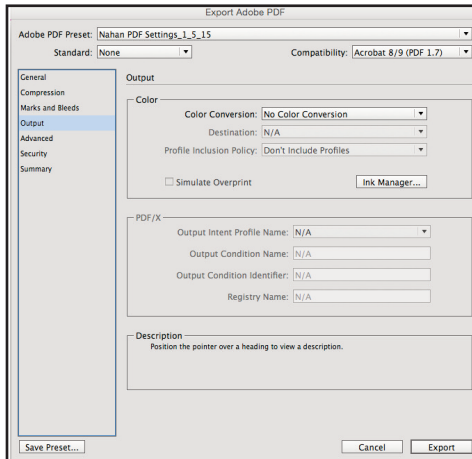
General



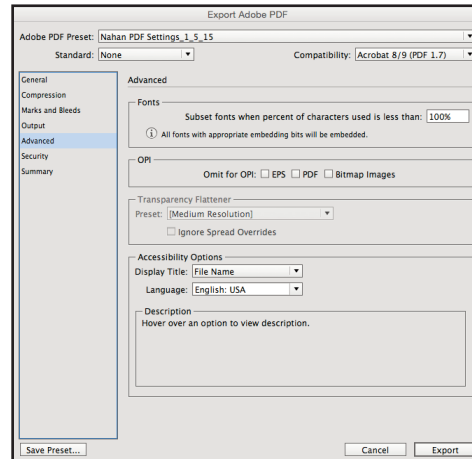
Compression



Marks and Bleeds



Output



Advanced

PURPOSE OF FILE REVIEW AT NAHAN

As quality-minded printers, it is the goal of Nahan to faithfully reproduce the content of the files provided by our customers in adherence with generally accepted industry standards for quality production.

In fulfilling that purpose, it is Nahan's responsibility to provide the necessary design and technical information to prepare files that will reproduce well and meet our customers' expectations for quality in the finished product.

With such design and technical information provided, Nahan works on the presumption that those recommendations have been followed, and that variation from those recommendations represents an intentional choice by the customer.

File review by Nahan focuses on our ability to process files with the information provided, and not on design or content within files or proofs. It is our presumption the customer has checked for proper design, content, and page setup. Nahan checks for run-ability of files and audits a sampling of pages for proper print results.

PROCESS OF FILE REVIEW AT NAHAN

New files are reviewed internally and checked for basic characteristics for success as they are processed. File testing in advance of final files is strongly encouraged, as this will allow us to perform a more in-depth analysis of potential design and/or print quality issues beyond the basic construction issues checked on final files. This is the opportunity for an in-depth analysis to reveal potential problems with reproduction resulting from file construction and/or design choices.

File testing is, of course, only truly useful if there is still an opportunity to change how final files are prepared. Once final files are received, we assume that our recommendations for reproduction have been followed and any variations in the files represent intentional choices by the customer.

Since this is a detailed analysis, we require more time to perform this review and prepare reports than we do with final files. Once such an in-depth analysis has been performed there may be less of a need to do the same analysis in the future for similar projects.