



Slovenská Grafia
Print & Finishing Services

CONDITIONS FOR SUBMISSION OF THE DATA FOR PRESS

VERSION: 1.01/07



Main principles for creation of the PDF files

For creation of your printed matters you should use fundamentally professional programs which are intended preferably for that. Totally unsuitable for creation of the data for press we consider following programs: MS Office (Word, PowerPoint etc.), OpenOffice and other office packs, but also CorelDraw.

Recommended software:

For editing of the photos and other bitmaps: **Adobe Photoshop**

For creation of the vector graphics: **Adobe Illustrator**, if destitute then use CorelDraw

For page making-up (designing of the pages): **Adobe InDesign, QuarkXPress, 3B2, PageMaker**

For creation of the PDF files: Adobe **Acrobat Distiller** version 4 or higher

For checking of the PDF files: **Acrobat Professional, PitStop**

We do not recommend make experiments with this matter in any case!

If you gave us press job for the first time, we recommend perform the test for your digital data processing at first.

Work with program for page making-up

SETTING OF THE PAGE

- **Distance of the press markers (shift)** from blank format of the page should not be less than 3mm.
- **Safe zone** – it is necessary to keep distance of the objects, particularly of the text (if it is not to be graphical aim) from blank format of the page of 3 mm.
- **Falling (overflow)** to be set on all pages of the document min. 3 mm too.
- **Media size (paper)** to be set to bigger, than is the blank format of the page.

FONTS

- **Use correct fonts only from the right character set.**
- Fundamentally do not use electronic changes of the fonts (bold, italic, outline), if they are not included in the given set.
- **In case of single coloured texts** is the minimum size of the footless fonts of 4 points, at the use of fonts with foot it is 5 points. In the case of the negative text it is more by 1 point (5 and 6 points)! **In case of multi coloured texts** or negative texts at the colour area, the font must not to be smaller than 8 points.

PICTURES

- **Pictures should be inserted into the page making-up programs as edited yet.**
 - If you want to rotate the picture, perform it in the some of the graphic program (Photoshop), and **into page making-up application you insert already rotated picture.**
 - Edit also size of the picture in the graphic program, and do not reduce its size, only later in the page making-up application.
 - The conversions from RGB or Lab into CMYK you perform in the program which is intended for that (e.g. Photoshop), and fundamentally insert the pictures in the colour area CMYK into the page making-up application (after conversion yet).
- The resolution of the pictures should be within the range of 1.5 up to 2 times of required print raster, provided that picture in the document is 1:1. The higher resolution is useless, in general. **Example:** raster 150 LPI (= 60 lines/cm): $150 \times 2 = 300$ DPI (picture resolution).
- The resolution of the picture is then optimally **300 DPI**, in the case of the lineart 800 – 1200 DPI.
- If you are inserting the picture with the compression (e.g. JPEG) then you set the highest quality.
- Perform insert the pictures fundamentally in the colour area CMYK or Greyscale (shades of the grey).

Work with the ICC profiles

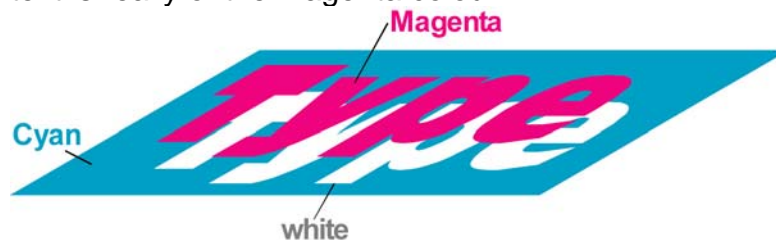
1. The pictures or graphical processed pages could be edited until the moment of the conversion into given profile.
2. **Apply the profile to final version of the picture, resp. graphically processed page only.**
3. The example for the applying of the profile for the Photoshop CS:
 - Select menu: „Picture -> Mode -> Converted into profile...”
 - Select: „Target area – Profile:“ select particular profile
 - Confirm the selection and save the picture under the new name – **turn off** the profile in the dialog box!
4. If you want to perform other modifications, you have to return to point 1, and repeat the procedure!!!

OVERPRINT and KNOCKOUT

- **What is it OVERPRINT?** Very briefly – positioning of one colour onto another. **Example:** area cyan, and the text on it of the magenta colour. We apply overprint on the text and it will be printed over cyan area. The text is then of the dark blue-violet colour (C = 100%, M = 100%).



- **What is it KNOCKOUT?** It exactly cuts contour of the object placed on the top. **Example:** area cyan, and on it the text of the magenta colour. We apply the knockout on the text. In the cyan area the **cut place** is exactly according to the text of the magenta colour. The magenta is then printed into selected area, and text is really of the magenta colour.



- **Please use the function OVERPRINT reasonably. Together with the function KNOCKOUT it most frequently causes the mistakes at the exposure of the press plates, and at the press, and by the proper application of this function you can save many problems and money.**
- If you use outline text on the page, you must not apply preliminary press for the whole document, but manually for selected texts and objects only.
- **SUMMARY:**
 - Set OVERPRINT for black texts.
 - For black objects (areas) set OVERPRINT only if you are sure you wish to do so, taking into consideration possible other objects under given area.
 - Always set KNOCKOUT for white texts.
 - Set KNOCKOUT for coloured texts and other objects.
- **Mostly occurred mistake:** if you want cover some object on the page by white area, so as it would not be visible, you **MUST NOT** apply neither function OVERPRINT, nor KNOCKOUT for this white area, otherwise the hidden object will be “visible” after ripping.
- **Although automated control systems are analysing the overprint function, employee of the DATA OUTPUT CONTROL are not able identify the aim of the graphic designer – when he/she wanted to use either function OVERPRINT or KNOCKOUT, and when not.**
- **If you use program Acrobat version 6 and higher, we recommend the function Output Preview to be switched on.**

OTHER

- Minimum thickness of the line is of 0.124 point.
- Avoid to any job with ICC profiles, is not case of profiles supported by our printing house.
- In the program InDesign always set the style “High resolution of the transparency” on use of the transparent objects, or shades. Try to place the shades under text frames.
- Summary of the all colours should not exceed 300% (UCR is not standard method in SG).
- Supplementary colour: In the case of supplementary (5.) colour use, apply colours from sampler PANTONE only. It has not to be in any case marked as extractional, but direct.
- **During the book-binding processing of the greater number of the pages by the wire stitch binding** it is necessary to take into consideration size reduction of the typing pattern of the final product, caused by increasing of the paper in the back. The pages could have the same format in the whole publication within the range of 48 pages. If the range of the pages is higher, it is necessary to perform the reduction in the back.

Pages	1-24	25-32	33-40	41-48	49-56	57-72	73-80	81-88	89-96	97-104	105-128
128	1-24	25-32	33-40	41-48	49-56	57-72	73-80	81-88	89-96	97-104	105-128
112		1-24	25-32	33-40	41-48	49-64	65-72	73-80	81-88	89-112	
96			1-24	25-32	33-40	41-56	57-64	65-72	73-96		
80				1-24	25-32	33-48	49-56	57-80			
64					1-24	25-40	41-64				
						1-24					

up to value 64g/m²

NEXT by 0.5mm
size reducing by 2.5mm
size reducing by 2 mm
size reducing by 1.5 mm
size reducing by 1 mm
size reducing by 0.5 mm

from value 65g/m²

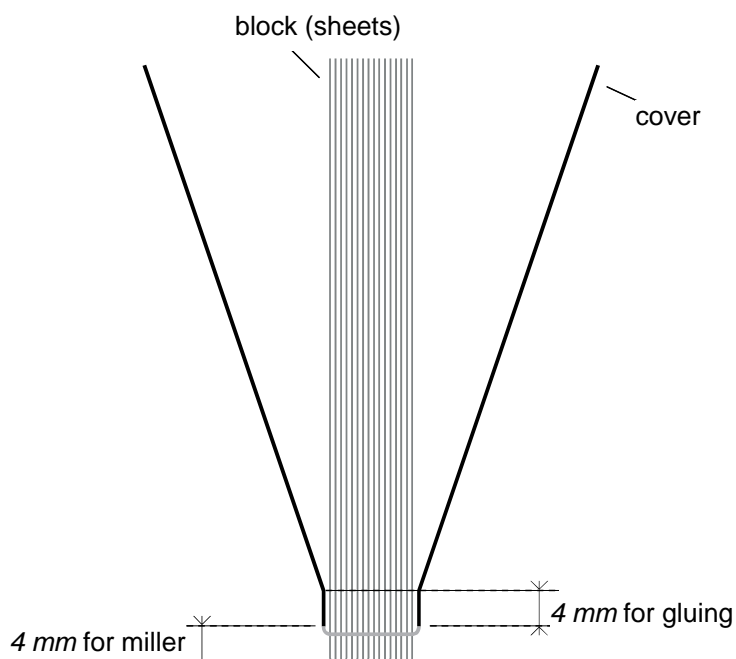
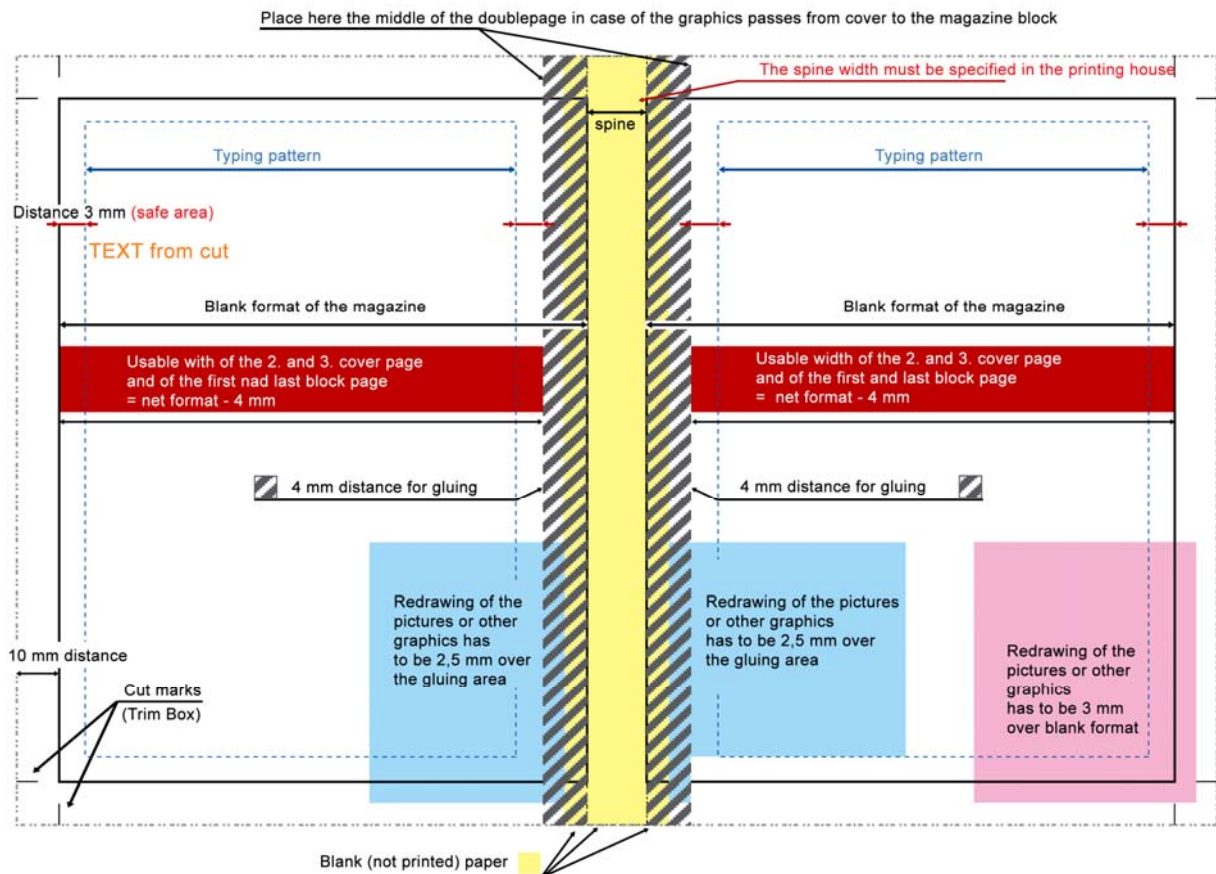
NEXT by 0.8 mm
size reducing by 4 mm
size reducing by 3.2 mm
size reducing by 2.4 mm
size reducing by 1.6 mm
size reducing by 0.8 mm

without size of the format reducing

- In case of the printed matter which are bonded in the back directly on the press machine is always valid that width of bonded pages is reduced by width of the back bondage, which is 1mm in the case of our press machines. Width of the first, last, and middle pages only is unchanged.

Diagram for perfect binding of the cover:

- During the finishing processing by perfect binding is need to be taken into consideration the redrawing 4 mm in the back in case of all pages. If drawing passes from second page of the cover to the first page of the block (or from the last page of the block to the last but one page of the cover), it is necessary to add additional 4 mm for side gluing.



MARKING OF THE FILES

- **Never use characters with the diacritics for file marking** (accents like hiccup, commas etc.), and non letter characters with exception of the break character (_) or hyphen (-). Break character use for separating of the single items.
- First 3 characters are identification of the title name (e.g. on title LIZA it will be LIZ). Next two numbers identifies number of the release, follows the break character, and three-digit number of the page, full stop, and suffix according to type of the file pdf (or ps in the case of the PostScript). In the case of the numeral marking of the release number, and page number, up to number 9 (including), there is prefixed number zero (e.g. 5 mark as 05).
- Example for marking PDF files of the magazine "LIZA", number 6, page 18: **LIZ06_018.pdf**. For simplification of the sending and downloading of the digital data from FTP server, we recommend printing to file by separate pages. In the case of the some cover page, you add to the end the character "o". **LIZ06_001o.pdf**, in the case of corrected pages (new) add to the end character "n": **LIZ06_001n.pdf**.
- **Maximum length of the file name is 12 characters + .pdf (xxxxxxxxxxxx.pdf).**
- **Marking of the page number in the name of the file always MUST correspond with page number in the PDF file, as well as in system description, if it is a part of PDF.**
- **In the case of language mutations, put language version on the first place, next the pages number, and 3 characters of the title name (example: sk_018_xyz.pdf).**

What we set instead of you in our printing house?

- Resolution, raster.
- If the strength of the lines is less than 0.124 point, they will be automatically converted into this value.
- Curves which compensate increasing of the print point.

Creation of the PDF files

- It is necessary to set cut markers for 3 mm from blank format, at the press. **PDF have to contain the information about blank format (trim box).**
- The page has to be centered.
- Set the paper format before the press by such way that you add 2 cm to both sizes of the page in the document. However, just use standard menu of the paper A4 extra for the blank A4 format. The distance of the typing pattern from blank format have not to be less than 3mm. Redrawing of the pictures or other graphics, placed on the fall, has to be min. 3mm over blank format.
- Prepare PosScript files as **composite** (extractions are off). **Our postscript rips allow separate direct colours also from composite files.**

We can accept digital data on properly readable mobile media (CD, DVD, FlashDISK) or via protected access to the FTP server (<ftp.grafia.sk> or <ftp2.grafia.sk>). In the case of need of the page exchange, which is placed on the FTP server, or its correction, it is necessary add character "n" or string "NEW" to this page after its original name, and confirm this change by e-mail in written form: g3@grafia.sk.

Together with the data, it is always necessary to send notice about sent file to the e-mail g3@grafia.sk, and to deliver the **maquette and/or proof-sheets and/or manifolds** to the print house.

Application of the Synapse InSite

- InSite is the portal for the press preparation which enables, for the print houses but also for the clients, to cooperate on the jobs via internet. InSite helps to make more effective the preview management, corrections and approval process. It is necessary to have high-speed internet access (128kilobits per second or faster) for its exploitation. Client needs not any special software.
- Editorial office of the print house as well as graphic studio, obtain login and password, via which they can enter to the program, resp. they become its users.
- Data entered to the FTP server up to now, will be saved into InSite system into JOB files, where each JOB file represents one release of the magazine. JOB files will be created exclusively by the print house.
- Immediately after the job is assigned, the InSite program performs automatic check and conversion into the certified form of the PDF (performing of the ripping of the assigned PDF files). Duration of this process (1 pdf file) is approx. 2 min., resp. depends on the speed of the internet connection of the user.
- After automatic check, the system generates errors which were traced (e.g. low resolution). Program notices these errors to the user, resp. client in the writing form. If the client want not to resolve the error (e.g. low dpi), given pdf file is approved in spite of the error.
- After conversion of the pdf files into certified pdf files it is possible to check single pages by built-in application (possibility to make notes, length, colour measuring, etc.), or user can select the format in which he wants to check the data (download the JPG, and PDF hi-res or low-res).
- In the case the given page is checked definitely, and it is able to submit it for press manufacturing, it is necessary to approve the page, resp. confirm (by click on the approval box – see manual). In the case there will not to be realized next correction, it is necessary to check „X“ (see manual). Checking **X** the page is unusable for the print house. The print house starts processing procedure of the approved data after approval of the each page of the magazine content. Other users, as well as employee of the Slovenská Grafia sales section, are notified by e-mail about performed changes of single users.
- In the case of all data approval, i.e. they are prepared for processing by print house, and if client wants additional change, he is obligated to inform the print house about that before processing in written form on the address g3@grafia.sk, but also to inform the sales representative of the Slovenská Grafia Company.
- **Address:** <https://insite.grafia.sk>
- Logging as DEMO:
Login: **DEMO**
Password: **demo**

DEFINITIONS

- As a **maquette** is considered **imprint of the delivered data files** (including print markers), aligned as in the final product, including sewed in, bonded in, or inserted appendices with page number, and secured against disintegration. In the case of non matching data, and delivered maquette, the required content of the maquette is obligatory. We reserve the right to indelibly mark the proof-sheets, and maquette to avoid of substitution with other job. **Data not claimed in written form in advance, will not to be returned.**
- The **manifolds** are single pages printed on the colour laser or ink printer, namely from the same data like data delivered to the print house. As the manifold are not considered in any case the correction impress or impress from other files, or those with other look, like data are. In the case of the doubts the following rule is valid: the correct is, what is the newest.

CONTRACT PREVIEW

- The full tone in the system Pantone for single various colours for the gravure printing:
 - azure (cyan) – Euro scale
 - purple (magenta) – Euro scale
 - yellow – Pantone 108 C
- The full tone in the system Pantone for single various colours for offset is according European ISO standard. For digital colour proof-sheet you ask for particular ICC profile. Just digital proof-sheet with the profile proven by both parties is considered as contractual in our print house, if not agreed other.

If assigned data and digital proof-sheets do not meet instructions, the job will be printed according to following parameters:

DENSITIES FOR OFFSET

Densities according to the tab GRETAG

paper	colour	density	tolerance ±	range	increasing at 80 %	tolerance ±	increasing at 40 %	tolerance ±
MAT	black	1,55	0,15	1,40 -1,70	15	4	22	5
	cyan	1,20	0,10	1,10 -1,30	14	4	21	5
	magenta	1,15	0,10	1,05 -1,25	14	4	21	5
	yellow	1,20	0,10	1,10 -1,30	14	4	21	5
LWC	black	1,85	0,15	1,70 -2,00	10	2	16	3
	cyan	1,45	0,10	1,35 -1,55	9	2	14	3
	magenta	1,40	0,10	1,30 -1,50	9	2	14	3
	yellow	1,40	0,10	1,30 -1,50	10	2	16	3
SC	black	1,75	0,15	1,60 -1,90	11	3	17	4
	cyan	1,35	0,10	1,25 -1,45	10	3	15	4
	magenta	1,30	0,10	1,20 -1,40	10	3	15	4
	yellow	1,30	0,10	1,20 -1,40	11	3	17	4

DENSITIES FOR GRAVURE PRINTING

paper	colour	density	tolerance ±	range
SC LWC ESA	black	1,9	0,05	1,85 -1,95
	cyan	1,4	0,05	1,35 -1,45
	magenta	1,4	0,05	1,35 -1,45
	yellow	1,4	0,05	1,35 -1,45

CONCLUSION

The customer is fully conscious that violence of these conditions, or late job assignment, he takes over the full responsibility for potential deformity on the manufacturing which is directly related to this violence, or there could be invoiced more expenses, related to the correction of non properly assigned data, and the deadline of the expedition could be postponed.