



Newspac[®] Print Specs



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Instructions

To simplify navigation throughout this document, we've incorporated hyperlinks on each page. Click on any underlined text to move to the corresponding section. At the top of each page are links to every other available section. Click on the appropriate dot to move to the section of your choice.

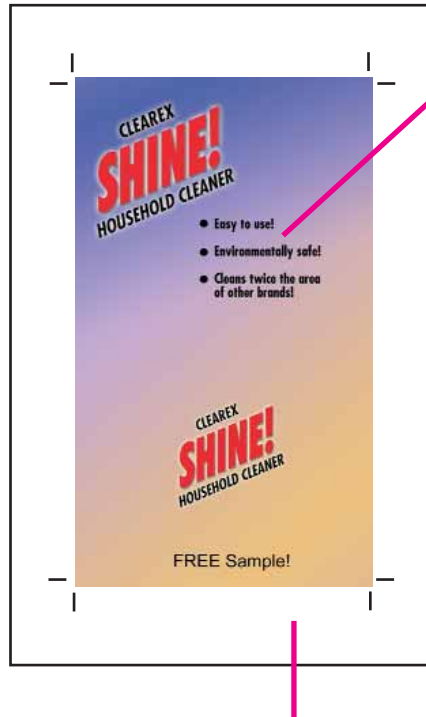
If you have additional questions regarding the preparation of your artwork, please contact your Valassis representative.

Print Quality Guidelines

The following guidelines are designed to give your promotion added impact by maximizing the quality of web offset print production:

Photography and Ad Design

- During the photo shoot, light products from the front, if possible, and avoid “mood shots.”
- Keep products as large as possible to minimize register problems.
- Place white products against a dark background to make whites appear cleaner.
- Avoid using design elements or subdued type on dark backgrounds. Make sure elements have enough contrast between them to prevent blending together in production.



Fine and Reverse Lettering

- Fine lettering (type) should be composed of no more than one process color.
- Reverse (knock-out) type should be restricted to a one-color background.
- The minimum point size for reverse type is 6 point, with a bold font.

Solids and Screens

Compromise situations occur within an ad itself. In printing, there is always conflict between solid color and screened or “process color” portions of a page. When conflicts occur, compromises have to be made between different elements within an ad.

Example: In order to have a rich, saturated red headline, screened fleshtones may get redder, and neutral whites may take on a pink cast. Conversely, if fleshtones and whites match the proof, the red headline may appear weaker or more orange.

Proof Bases

The type of proof base used will have a definite impact on the quality of your print promotion. For instance, if you supply a Commercial Base proof and the ad is printed on publication grade paper stock, the printed piece will appear dirtier or heavier than the proof. Why? Because Commercial Base proofs are whiter, cleaner and have more contrast than publication grade paper stock the Express program prints on. Therefore your supplied proof should be produced using a Commercial grade base.

Print Quality Guidelines

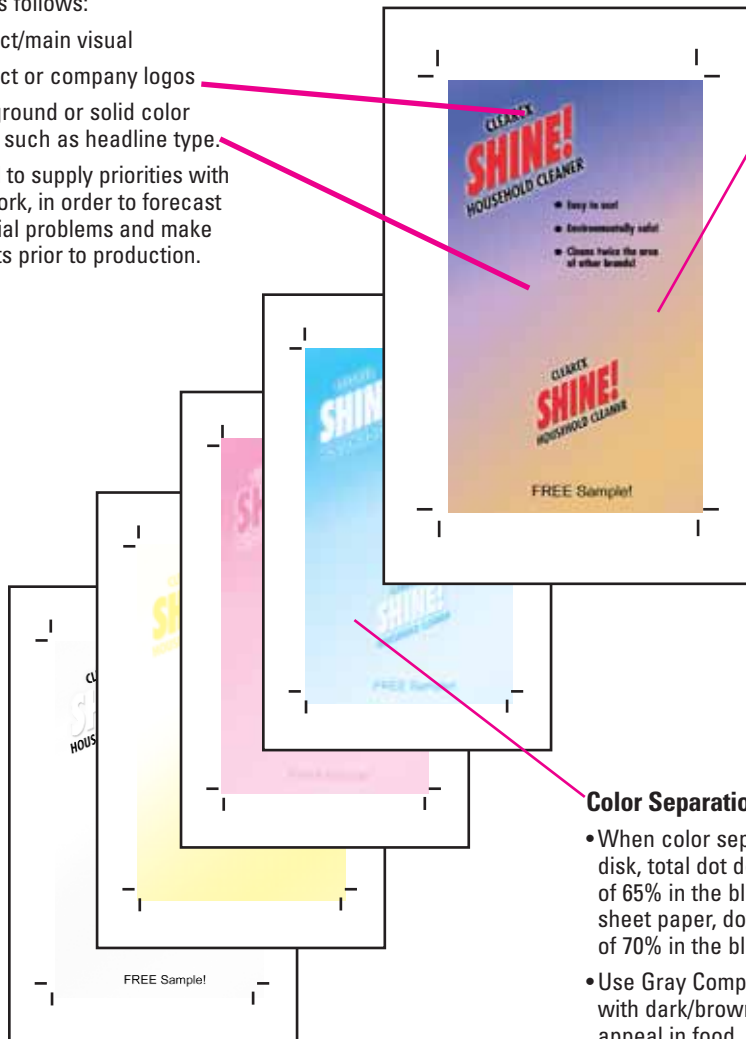
The following guidelines are designed to give your promotion added impact by maximizing the quality of web offset print production:

Establishing Priorities

When addressing compromise situations, it is very important to establish priorities. Recommended priorities for print production across all Valassis product lines are as follows:

- 1) product/main visual
- 2) product or company logos
- 3) background or solid color areas such as headline type.

It is helpful to supply priorities with initial artwork, in order to forecast any potential problems and make adjustments prior to production.



Solids and Screens

Compromise situations occur within an ad itself. In printing, there is always conflict between solid color and screened or "process color" portions of a page. When conflicts occur, compromises have to be made between different elements within an ad.

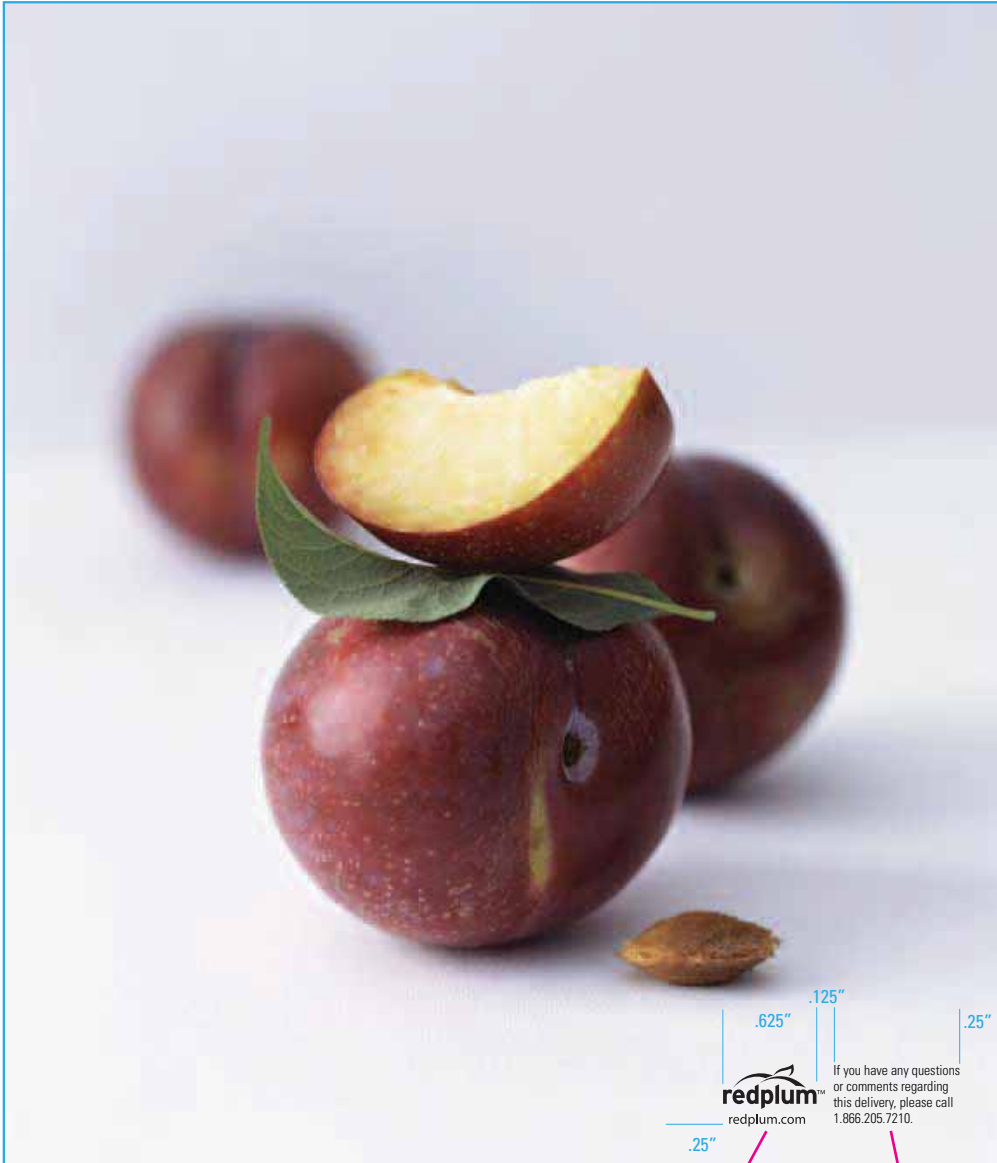
Example: In order to have a rich, saturated red headline, screened fleshtones may get redder, and neutral whites may take on a pink cast. Conversely, if fleshtones and whites match the proof, the red headline may appear weaker or more orange.

Color Separations

- When color separating high-resolution images for output from disk, total dot density should not exceed 260%, with a maximum of 65% in the black printer. If using ground wood paper or free sheet paper, dot density should not exceed 280% with a maximum of 70% in the black printer.
- Use Gray Component Replacement (GCR) color separations for ads with dark/brown elements (such as steak) to maintain appetite appeal in food, and keep colors rich and saturated.
- Keep colors clean by reducing magenta in greens, cyan in reds and yellow in blues.
- Keep whites clean (minimum values) and neutral (5% cyan, 3% magenta, 2% yellow).

RedPlum™ Application for Newspac®

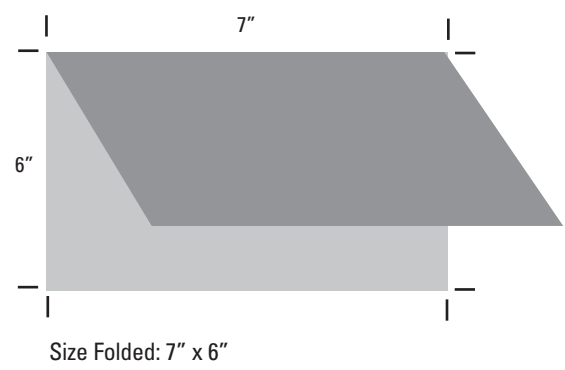
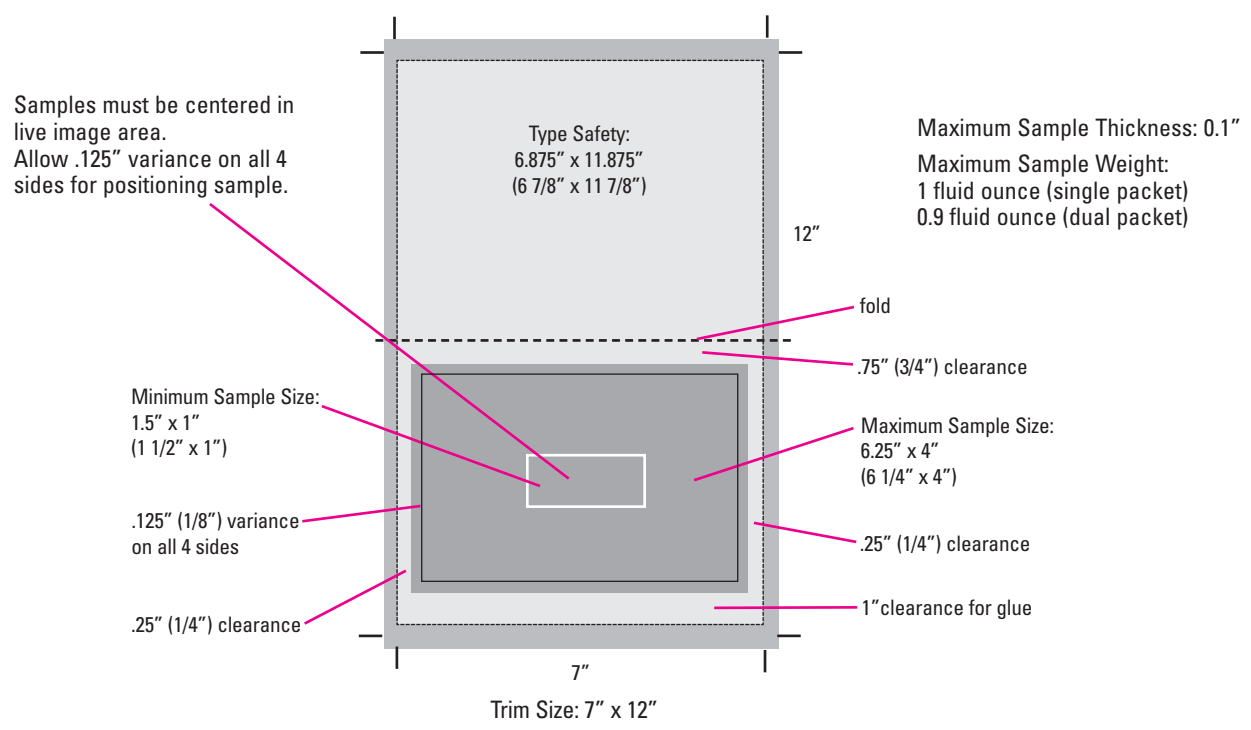
Our brand must always appear on the back page of the RedPlum Newspac, as specified below, in one color. On light backgrounds, the logo should be 100% black; on dark backgrounds, white. Never use an alternate color scheme for the logo.



Logo should be .625" in width, 100% Black on background value <=50%, 100% White on background values >50%.
 URL should be Avenir Std. Light, 6pt.
 Baseline of url .125" from baseline of logo

Contact information should be Univers Condensed Light, 6/7
 Baseline same as url

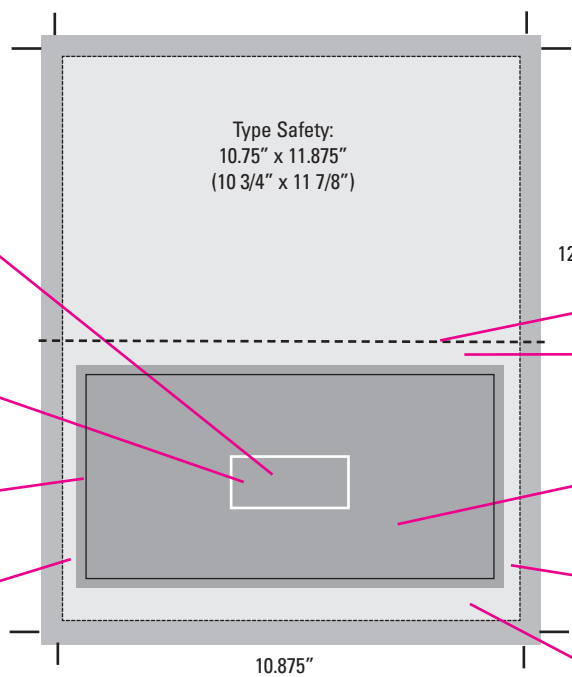
Newspac® Dimensions - Small



Custom Newspac®
 Non-bleed and customized Newspac® formats are also available. Contact your Valassis sales representative for more information.

Newspac® Dimensions - Large

Samples must be centered in live image area. Allow .125" variance on all 4 sides for positioning sample.



Maximum Sample Thickness: 0.1"
 Maximum Sample Weight:
 1 fluid ounce (single packet)
 0.9 fluid ounce (dual packet)

Minimum Sample Size:
 1.5" x 1"
 (1 1/2" x 1")

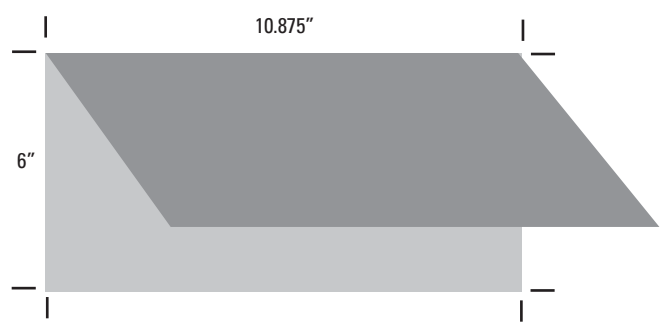
 .125" (1/8") variance
 on all 4 sides

 .25" (1/4") clearance

Maximum Sample Size:
 10.125" x 4"
 (10 1/8" x 4")

 .25" (1/4") clearance

 1" clearance for glue



Size Folded: 10.875" x 6" (10 7/8" x 6")

Custom Newspac®
 Non-bleed and customized Newspac® formats are also available. Contact your Valassis sales representative for more information.

Acceptable File Formats & Building Your Ad

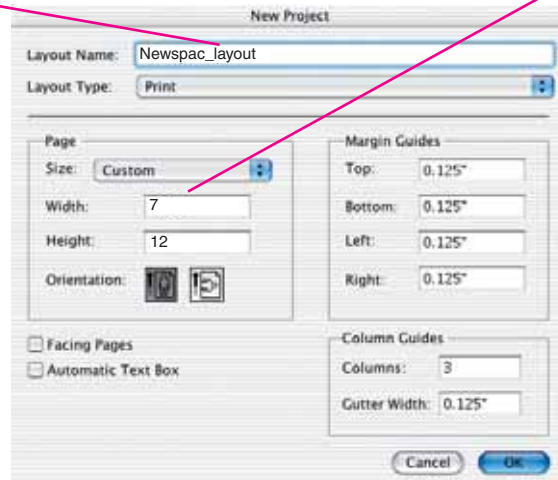
Accepted Electronic File Formats

- QuarkXPress®
- Adobe Illustrator®
- Macromedia® FreeHand®
- Adobe Photoshop®
- Adobe InDesign®
- Tiff-it
- PDF (hi-res)*

We are no longer able to accept Pagemaker files.

Mac or PC formats on above applications accepted. Do not submit your ad created in any of the Microsoft Office products (Word, PowerPoint, Excel), Publisher, Corel Draw or Multi Ad Creator.

*PDFs submitted must contain 300 dpi hi-res images in CMYK mode and include all fonts.



Designing Page Files

- Nonbleed products: The document size should match trim size.
- Bleed products: The document size of the ad should match the trim size of the final printed piece. Extend required bleeds beyond document .25" for die cuts, .125" for all others.
- If your ad has multiple black only versions, please place all versions onto a separate page/layer from the common four-color. ([click here for more info](#))
- All colors must be converted to CMYK.

Valassis recommends the following regarding the use of the Transparency feature available in Adobe Illustrator and InDesign

The transparency feature in Adobe Illustrator and InDesign may look good on screen, but can print very unpredictably when the file is processed for print production. If your design requires the use of this feature, be extremely cautious, particularly if objects containing spot colors are layered over each other, or over placed raster art. You can preview if your file has transparency effects by using the Flattener Preview window available in both applications (be sure Transparent Objects are selected). Flatten transparencies using the preset of High Resolution. Save your file as an EPS to be placed into your ad layout prior to sending to Valassis or generating Hi-res PDF's for Valassis. And always be sure to use your flattened file when generating proofs. Valassis is not responsible for files supplied containing un-flattened transparencies being misinterpreted during processing for print production.

Fonts

- Please supply copies of all screen and printer fonts used for all pages and EPS files. These fonts will be used solely for the purpose of processing the customer-supplied files.
- Avoid using TrueType fonts. These font types are converted to Postscript Bitmap on all high-end output devices. This could cause text to reflow improperly or result in substitutions. If your job is submitted using TrueType fonts, Valassis is not responsible for any reflow or substitution issues that may develop.
- Do not use Multi-Master fonts in your ad design.

Building Your Ad

Coupon Code Specifications Changing Codes

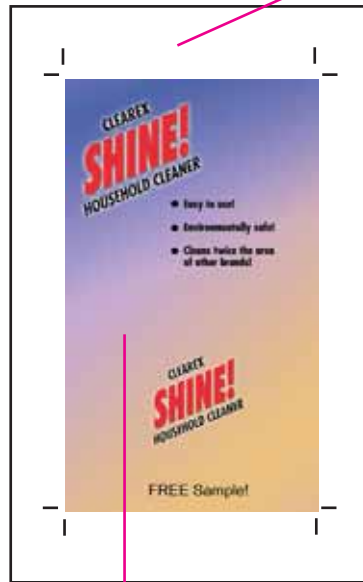
When running multiple offer codes within your promotion, it is not necessary to supply us with additional codes. Typesetting charges are included as part of the process of "coding by market." Simply send a list of codes, along with their market assignments, to your promotion coordinator. According to the UPC Coupon Code Guidelines effective January 1997, all manufacturers must include an additional bar code in order to be in compliance with UPC coupon code guidelines from the Uniform Code Council, Inc. (UCC). This additional code is called the UCC/EAN-128 (European Article Number). There are five formats of the EAN-128 that include information such as expiration date, household ID and offer code. Marketers who do not provide additional information in their EAN-128 extended code are required to use the null code. The null code tells the retail scanner system that no other data is available, and the scanner will stop searching for further information.

Please note, Valassis has the capability to generate both the UPC and EAN-128. Call us for details.

Important Production Guidelines

For best results, please:

- Print bars as 100% black on a white background
- Do not truncate the code (this will reduce scanning ability)
- Do not reduce bar codes more than 80% of actual size.



Electronic Proof Specifications

- Please submit one high resolution proof for each four-color version and coupon position.
- Supply black and white laser prints for all additional black only copy changes.
- Include corresponding file names with all proofs.
- Four-color proofs should be calibrated to SWOP standards and include a color target.
- Desktop laser proofs are not considered high-resolution and should not be used for accurate color reproduction.

Preparing Digital Image Files (Separations)

To ensure the highest quality possible, please supply high-resolution images using the following specifications:

- Resolution of line art scans (1 Bit TIFFs) should be at least 600 dpi but no more than 1200 dpi.
- Supply high-resolution images using the following specifications:
 - 300 dpi
 - CMYK (cyan, magenta, yellow, black) mode
 - Total dot density of 280%, with a maximum of 70% in the black printer
 - Separations with 50% GCR (Gray Component Replacement) are recommended to maximize print quality and help consistency.
 - EPS, TIFF or Scitex CT are acceptable formats. Do not supply your images as a jpeg or gif file format.

Images should be placed within the page layout application at 100%. The quality of the scanned image can be adversely affected when enlarged in the page layout application. Therefore, it is important to calculate image size prior to scanning.

- FPO images: If low-resolution images have been placed "For Position Only," add "FPO" to the end of the file name of the low-res image (i.e., imagenameFPO.tif).
- Indicate replacement of low-resolution images with hi-resolution images on supplied proofs.

Black Versioning

If your job has black versions of the same 4/color page (i.e., values, codes, different addresses and phone numbers) and all the images are going to remain in the same position for all versions, and the only changes made will be to the black plate such as text and location maps etc.. your documents should be designed in the following way.

Applications That Support Working With Layers

If you are building your page in a program that utilizes layers, such as Adobe InDesign, or Adobe Illustrator, create your files in the following way.

- All common 4/color - Place any images and all text that are common to all versions on a base layer named "common 4/color".
- Black Versions - Create a separate layer for each black version imposition to the 4/color base. For each black version, name the layer "Black version 1" etc...

Applications That DO NOT Support Working With Layers

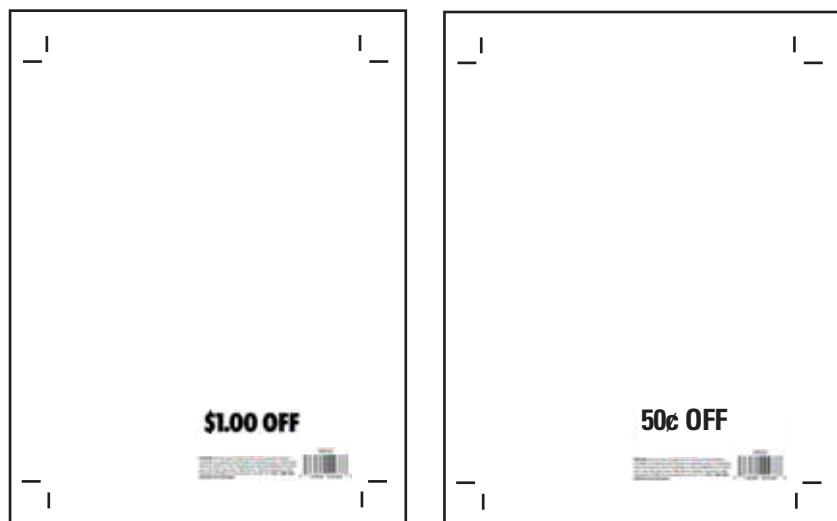
If you do not have a program that uses layers, create your files in the following way.

- All common 4/color - Any images and all text that are common to all versions should be built on the master page, then create pages using that Master Page, one for each version, plus one page for just the base.
- Black Versions - All of the black version text should be built using black only. Once you are finished creating all black version pages imposition to the base 4/Color, remove the master from the version pages so that only the black version text is showing to the 4/color base. Don't forget to have one page for the 4/color base before saving.

Example of a 4/Color Base



Examples of Black Versioning Pages



Electronic File Transfer and Shipping Artwork

To ensure the highest quality production and avoid delays, please do one of the following:

Electronic File Transfer to Valassis

Valassis has the ability to accept digital file transfers through a variety of methods including FTP and Mass-Transit. Contact your Valassis Representative for detailed instructions on all digital file transfer methods. With the use of any of these Electronic Transfer methods, compress the folder containing all items required for your ad production. This will help ensure the file data integrity.

- For Macintosh files, use the .sit format.
- For Window (PC) files, use the .zip format.
- After file transfer has completed, please e-mail your Valassis Representative the name of your compressed file.

Please note: To ensure highest print quality, Valassis requires a high-resolution color proof accompany each four color file supplied. If no color proof is received, Valassis will output a color proof and forward it to you for file confirmation. Contact your Valassis representative for a quote on proof and shipping costs. Your Promotion Coordinator will be happy to discuss options with you.



Shipping Artwork to Valassis

Send your artwork on one of the following types of disks:

- CD-ROM
- DVD
- For other formats not listed, please contact your Valassis representative

Include:

- Ad components on disk, including all printer and screen fonts, graphics and high resolution images.
- Supply a printout of the disk file directory, which lists file names (not icons), and modification dates and times. Be sure to expand folders so all files appear in printout.
- Send a full-sized color proof of the ad along with your materials. Do not reduce the color proofs.
- Label all materials with ad name and program date.
- Ship materials to arrive on time - ad materials, version and code information are due on the published due date. Overnight courier is recommended.

Send all materials to:

Valassis
38905 Six Mile Rd.
Livonia, MI 48152
ATTN: Sampling
ph: 1.800.437.0479