



**Brand Bag™ &
Brand Bag+™
Print Specs**



Brand Bag™ & Brand Bag+™ Print Specs

Table of Contents

Valassis Polybag Production Specs	3
File Prep	3
Trapping	3
Colors	3
Layout	4
Type	4
Things To Avoid	4
Brand Bag Ad Dimensions	5
Proof Specifications	6
Electronic File Transfer	6
Overnight Shipping	6

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.

Valassis Polybag Production Specifications

Flexographic printing is unique because process colors, screened colors and solid colors are printed using separate printing plates. The following guidelines are designed to maximize the quality of the flexographic printing process and give your artwork added impact, while maintaining costs.

Illustrator File Prep:

- Macintosh electronic files: CD/DVD, FTP, Email.
- Adobe Illustrator is preferred program of choice for layout. Files created in Quark or InDesign can result in additional time and labor to be converted into Illustrator. We are no longer able to accept Pagemaker or Freehand files.
- PC electronic file formats will result in additional time, labor and costs. Most files are able to be converted to Macintosh format, however there is no guarantee that the conversion will be successful.
- All PC fonts must be converted to outlines. PC fonts will not always translate properly into a Macintosh platform. This situation could result in requesting a new file causing more time and possibly a delay in the completion of the program.
- Make sure to include all printer as well as screen fonts. We have a very extensive library of fonts but we do not have every font. Missing fonts may lead to delays in lead times.



Trapping:

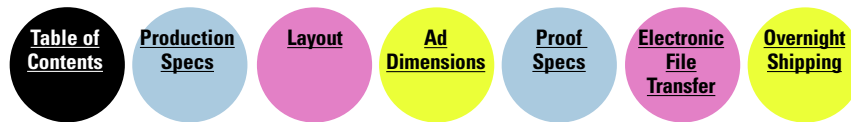
- DO NOT SET ANYTHING TO OVERPRINT AND DO NOT TRAP FILE. WE WILL TRAP FILE.
- Trapped supplied files may result in additional time, labor and costs. If the customer requests that a trapped file be used, we will not be held responsible for trapping issues on press.

Photoshop File Prep:

- Program of choice for CMYK image design is Photoshop.
- Image resolution must be 2 times final printing line screen. (General rule = 300 dpi)
- Images must be placed at 100% or less. Do not increase image size in the application. Increasing the image size within the application will lead to poor image print quality.
- All "placed" images must be included on the disk. DO NOT EMBED IMAGES. Embedded images can not be manipulated.
- Minimum dot - 3% for process and 5% for screened spot colors. Unlike traditional Lithography printing, flexography requires that the file not include dots less than 3%. If dots are less than 3% they will form a hard line where they drop off.
- Try not to type set copy in Photoshop if possible. This will lead to jagged edges. The edges would appear more smooth if type set in Illustrator.

Original & Color Proofs:

- A high quality color proof/color target, such as a Kodak Approval proof, is required for all images that are color critical (process images).
- For type, content and position a hard copy proof or PDF must be supplied to ensure all elements have been properly converted.
- Proofs should be 100%. Scaled proofs are acceptable if 100% is not possible.



Valassis Polybag Production Specifications

Flexographic printing is unique because process colors, screened colors and solid colors are printed using separate printing plates. The following guidelines are designed to maximize the quality of the flexographic printing process and give your artwork added impact, while maintaining costs.

Layout & File Prep:

- Illustrator colors should be designated spot or CMYK where needed.
- Using Layers within the application is extremely helpful. We suggest putting the template on a separate layer from the artwork. If the file contains multiple addresses or logos with commons, build a common layer and create additional elements that contain only the elements which change.
- Make separate folders for fonts, images in use and main file(s).
- Delete any unused colors from the color palette.
- Delete any unused objects from the document. Moving them off the page will still force the application to calculate the images.
- Make sure that all paths are closed. Do not leave open ended paths.
- Run all screened areas separate from all solid areas. It is possible to run the same PMS or process color on two separate decks. (Ie: Screened PMS 485 and Line PMS 485).
- All process black to run separately from all line black to assure the solid black areas will print as a rich black.
- It is recommended to run large solid areas (Ie: backgrounds) as one color to maintain color balance on press.
- It is recommended to run large patterned areas (Ie: backgrounds) as varying screen percentages of one color. Another suggestion for patterned areas would be a solid PMS color with varying screens of black used to achieve detail.
- It is recommended when reproducing the image of sky to use screens of cyan only (as opposed to including percentages of magenta which causes the sky to print on the purple side).
- It is recommended to print white areas using screens of black only holding minimum dot at 5% (Ie: cups, bowls, towels, etc).
- All gradations must carry a minimum dot of 5% in all colors used.
- It is suggested to run black drop shadows using screens of black only.

Type & Keylines:

- Watch “®” and “TM” marks. They tend to be small and will fill in on press with small logos. Make these symbols bold and as large as possible to avoid this.
- UPCs must run as Line Black, not process black.
- All reversed out type to be boldface and at least 8 pt. type to avoid filling in on press.
- All reversed out keylines to be at least .018” in thickness to avoid filling in on press.

Things to avoid:

- Avoid reversing type and keylines out of more than one color. If type must be reversed out of more than one color it will require a 100% keyline in one color of at least .020 thickness to hold the shape of the letters.
- Avoid creating thin positive type or keylines out of more than one color. (Ie: Creating green type out of 100% cyan and 100% yellow). It is suggested to break out thin type or keylines as a PMS color or Line Black.
- Do not set stroke thickness to 0.
- Do not use program to make font bold, italic, bold italic, etc. You must have screen and printer font for each typeface used in file.
- DO NOT use the “Style” attributes to achieve a bold, italic, heavy, etc copy. Film output devices do not recognize these attributes and will default to the preset font set.
- Do not include other files that are not necessary for this job.
- Try not to use TRANSPARENCY filters in Illustrator.
- All process black to run separately from all line black to assure the solid black areas will print as a rich black.
- Try not to use GRADIENT MESH tool in Illustrator. This makes very complicated gradations.
- Do not use any special brush strokes in Illustrator.

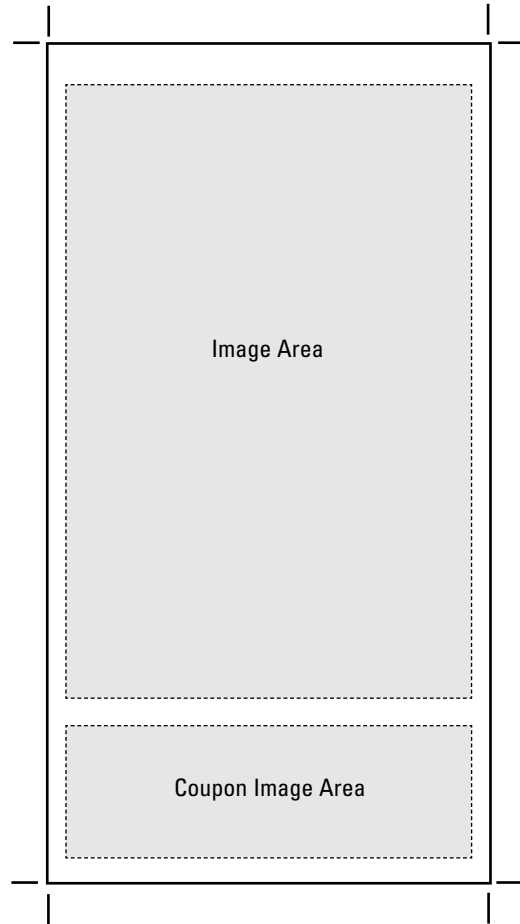
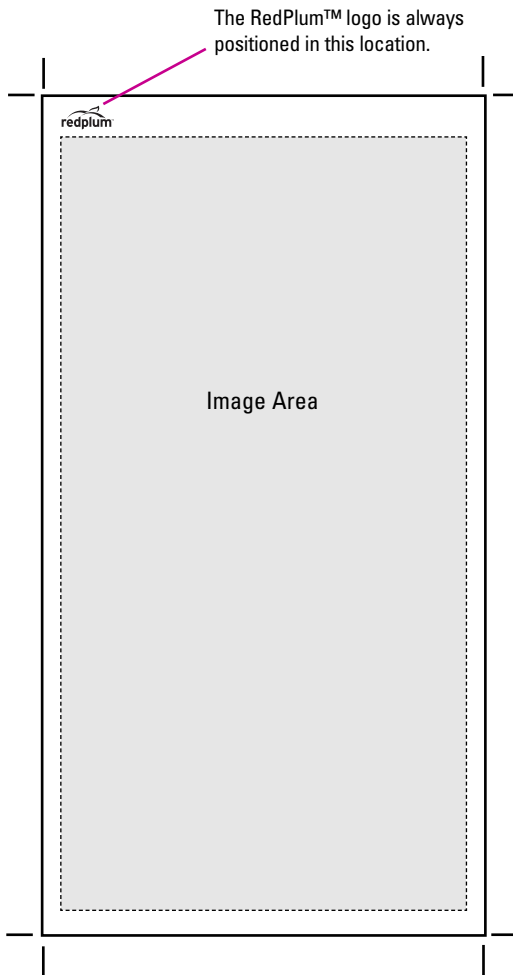
Questions?

Please direct any questions on artwork specifications to your Valassis Sampling Representative at (800) 437-0479.

Brand Bag™ and Brand Bag+™ Ad Dimensions

Brand Bag image area varies by newspaper.

Contact your Valassis Representative before starting artwork for customized bag sizes and image areas.



Note: Coupon image area applies to Brand Bag+™ only.



To ensure proper scanning, supply bar codes for Brand Bag+™ at 100% image on white background and place UPC vertically with bars running horizontally.

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 MassTransit. 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 make a color proof at an additional charge.



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
c/o Fine Line Graphics
Attn: Laura Feutz
90 Douglas Pike
Smithfield, RI 02917
401.854.8300

Please direct any questions on artwork specifications to your Valassis Sampling Representative at (800) 437-0479.