



Valassis[®]

Art Submission Guide

Client Supplied Art Information2-4

Artwork, PDF files, fonts, photographs, discs, electronic files and other materials submitted for print by a client are subject to the quality of those submissions. The quality of the final printed advertisement may be greatly affected by incomplete, inadequate, low-resolution or low-quality materials supplied by the client. It is the client's responsibility to supply Valassis with materials and/or electronic files that meet the requirements set forth in this document. Valassis will not be responsible for unsatisfactory printed materials that are a direct result of client submitted materials that do not meet the requirements detailed in this document.

Valassis prefers to receive artwork using specific types of files. Listed below, you will find the disk media types which we accept.

MEDIA

We accept the following media in PC or Mac format; please print and include a disk directory with all submitted disks.

- CD, CD-R, CD-RW
- DVD, DVD-R, DVD-RW

APPLICATIONS

We accept files from the following applications:

- QuarkXPress (8.x or earlier)
- Adobe Acrobat (8 or earlier) **
- Adobe Illustrator* (CS 3.x or earlier)
- Adobe Photoshop* (CS 3.x or earlier)
- Adobe InDesign (CS 3.x or earlier)

***Illustrator and Photoshop files should be placed in to Quark or Indesign. We may have issues with complete layouts done in these applications. **Our ability to manipulate PDF files is limited. PDF must contain 300DPI hi-res images in CMYK and include all fonts.**

We DO NOT accept files from these applications:

- Macromedia FreeHand
- Microsoft Publisher
- Corel Draw
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Word
- Adobe PageMaker

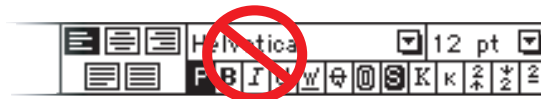
FONTS & TYPE

We accept only Macintosh format fonts. The formats are TypeOne, Postscript, and OpenType. We can accept TrueType fonts if you convert them into outlines, using Illustrator or in QuarkXPress or InDesign before sending the file to us. When converted, the text becomes artwork. Also some TrueType fonts may not be allowed to be embedded into PDFs. TrueType fonts 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.

Font Options

Please do not use the control palette in QuarkXPress for font options. Example: if the bold, italic, bold italic, etc., are not in the font family, they cannot be used. The

control palette cannot serve as a substitute to create these options because they do not reliably compose to an image setter. For PDFs all fonts must be embedded.



Do not use these tools within QuarkXPress to change type.

Sending Fonts

Be sure to include both screen and printer fonts for all fonts used to create our document. Place these within a separate folder named “fonts.”

Type

To avoid registration issues and improve print quality and readability, color type should be no more than one process color. Reverse (knockout) type should be restricted to one color background. If multiple color backgrounds are used, the dominant color will hold shape; secondary colors should be spread back. All type should be a minimum of 6 points with a bold font. When smaller type must be used, restrict type to black only. Fine lettering (type) should be composed of no more than one process color. All legal copy and Indicia’s must be supplied at 100%-black only.

IMAGES

Color Palette

Please change all colors to CMYK. Any RGB or Spot colors will be converted automatically to CMYK in our GS Departments. RGB and spot colors when changed to CMYK may create colors that may be unfavorable. For example, a green in RGB or spot may change to a darker green in CMYK. If a color is critical, it must be sent in CMYK.

Linked Files

Include all files which are linked with your advertisement such as fonts, placed images in Illustrator, photos and graphics. Choose “Collect for Output” under the file menu in QuarkXPress or “Package” in InDesign to assure all linked files are included. Fonts and placed images in Illustrator must be manually collected in QuarkXPress or InDesign collected folder.

Scaling

For maximum quality, you should save your graphic files at the size and resolution at which they will be used in the layout. 100% placement 300 DPI.



Images cont'd

Application

Do not drag and drop images in to InDesign or Quark. They must be placed using the menu option.

Full Color

Color images printing in four-color process must be in CMYK mode and saved as TIFF, EPS or JPG single files. Duotone images must be converted to CMYK mode as well. JPG files should be saved at maximum (12) setting.

Black & White

Images should be in GRAYSCALE mode and saved as TIFF, EPS or JPG files. Line art images should be in BITMAP mode and saved as TIFF files. JPG files should be saved at maximum (12) setting.

Clipping Paths

Paths can be used with both color and black and white images. All files with paths must be saved as EPS or JPG files. If the file that contains a clipping path is saved as a TIFF file, the use of the path is negated.

Resolution

All images should be scanned with specs in mind that will determine the final output resolution. The following are recommendations which will vary according to products and sizes. Full-Color and Black and White images: resolution should be set for final output of no less than 300 dpi. Black and White line art: resolution should be set for final output of 600 to 1200 dpi.

Type of Art	Specification
Pixel-based Photograph	300 dpi @ 100% or actual size
Pixel-based Line art (bitmap)	600 dpi @ 100% or actual size

Transparency

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. 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.

Encoding

All files must be saved as binary format. Do not save files as ASCII format.

PRODUCTION GUIDELINES

Non Die-Cut Typesafety Guideline:

A minimum of 1/8" type safety (in from final trim) is required from all edges to ensure type will not be cut off. This guideline applies both for bleed and non-bleed printed pieces.

Die-Cut Typesafety Guideline:

A minimum of 1/8" type safety (in from final trim) is required from all edges to ensure type will not be cut off. This guideline applies both for bleed and non-bleed printed pieces.

Non Die-Cut Image Guideline:

1/8" bleed of image from final trim (out from final trim) is required on all sides that require bleed.

Die-Cut Bleed Image Guideline:

1/4" bleed of image from final trim (out from final trim) is required on all sides that require bleed

OTHER

Coupons in Product

If you are submitting a two-sided product and wish coupons on both sides to back each other, please notify Valassis of this request. By default, coupons on both sides of a two-sided product DO NOT back each other.

Barcodes:

For bar code scan ability and registration, ALWAYS supply your barcodes in 100% black, not in CMYK.



PDFs

What is a PDF?

A PDF (Portable Document Format) is a Postscript document that allows text and graphical information to be stored and compressed for cross platform output. A PDF can be created in such a way to allow high resolution output on commercial presses. Valassis uses the “**PDF/X1a**” job options in Acrobat® Distiller™ . In addition to the “**PDF/X1a**” job options we require all Process colors to be CMYK and all used fonts to be embedded. This will ensure that we can create plates from the PDF - be it as a PDF file or placed in a QuarkXPress or InDesign document. Also please do not set any security settings for the PDF, this may prevent our print vendors from processing the PDF. Adobe® Acrobat™ may need to be custom installed in order to have all the features mentioned in this help manual to work, especially with Microsoft® Office™ . Fonts that are TrueType may not allow for embedding into PDFs. Please consult with the fonts foundry for any preset restrictions. PDFWriter which is installed for Windows is not a PostScript printer driver and does not use Distiller to make PDFs. We strongly discourage using PDFWriter for prepress work. All PDFs are not created equal. Valassis strongly suggests that you create your PDFs using the PDF/X1a. Any PDFs that are saved as Acrobat 7.0 (version 1.6) files may have problems when sent to Valassis. Under most circumstances, we cannot modify PDFs. Please make sure when submitting PDFs that they meet the correct product and file specs.