



# **ART SUBMISSION GUIDELINES**

VER 1.30  
*updated on 5/17/18*

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Before submitting files to Valassis for printing, we suggest that you take a few minutes to review the files and to check to make sure that they meet Valassis requirements for high quality color printing.

**Note:** The information in this guide is specifically for Newspaper Inserts, Direct Mail Package, and Coupon Book (FSI), unless otherwise noted.

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## ACCEPTED FILE FORMATS

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### We accept files from the following applications:

- PDFx1:a (Preferred where applicable - There are instances where a packaged working file will be required.) For detailed information on supplying PDF files, click [here](#).
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- QuarkXPress

**Note:** *If submitting PDF files, all fonts must be embedded.*

**Important Note:** *Photoshop is intended for photo manipulation; it is not recommended for typesetting. Valassis recommends that Photoshop files are placed into a page layout application, such as InDesign or Quark, and then the typesetting is completed in either of these applications.*

### We do not accept files created from the following applications:

- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Word

## FONTS AND TYPE

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### Fonts

- Supply all fonts used to create ad (not necessary if supplying PDF files).

### Font Styles

- In QuarkXpress, do not use artificial styles from the measurements palette.

**For example:** if bold, italic, etc. are not part of the font family (i.e. Helvetica Bold), they cannot be used. The measurement palette can not serve as a substitute to create these font styles. Fonts must be used from the font list in order to prevent unexpected print results.

### To avoid registration issues, improve print quality and readability, the following are recommended:

- For all type 8pt. or smaller, restrict type to no more than one process color.
- Reverse (knockout) type should be a minimum of 8 pt. with a bold font.
- Fine lettering (type) should be composed of no more than one process color.
- All type, which is intended to be black, should not contain any values in the CMY channels, unless the intended color is rich black; in which case the recommended values would be C = 60%, M = 40%, Y = 40%, K = 100%.
- All legal copy, indicia's, and barcodes must be supplied at 100% black only (C = 0%, M = 0%, Y = 0%, K = 100%).

## IMAGES

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### Color Mode

- All images and art must be CMYK, except spot color items.
- All spot colors should be selected from a Pantone swatch library.
- Spot colors should not be CMYK.
- If the job is printing as black & white, all images should be grayscale.
- Black & White Photoshop line art images should be saved as 1-bit tiffs.
- For more detailed information on Color Mode, click [here](#).

### Images/Art

- Supply all images and art used to create ad (not necessary if supplying PDF files).

### Resolution

- Minimum 300 dpi

### File Format

- Eps, tiff, psd or jpg are acceptable. Do not supply the images in gif file format.
- 1-bit tiffs should be at least 600 dpi, but no more than 1200 dpi.

### Scaling

- For maximum quality, images which need to be enlarged should be scaled in Adobe Photoshop.

## DOCUMENT SETUP

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### Valassis Templates

- Templates for a variety of products can be downloaded from the Art Submission Guidelines page on the Valassis website (<http://www.valassis.com>).

### Bleed and Type Safety

- For Bleed and Type Safety dimensions, please refer to the specific product template.

### Die Cut and Type Safety

- The die line is the trim, therefore the type safety should extend inside the die line.
- For Bleed and Type Safety dimensions, please refer to the specific product template.

### Total Ink Density (T.A.C.)

- 280% (or less) total ink density.

## BLACK VERSION CHANGES

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### Applications That Support Working With Layers

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

- For Common 4-color - place any images and all text that is common to all versions on a base layer named "Common 4-color".
- For all Black Versions - create a separate layer for each black version, in position to the Common 4-color Base. For each black version, name the layer "Black Version 1", "Black Version 2", etc.

### Applications That DO NOT Support Layers

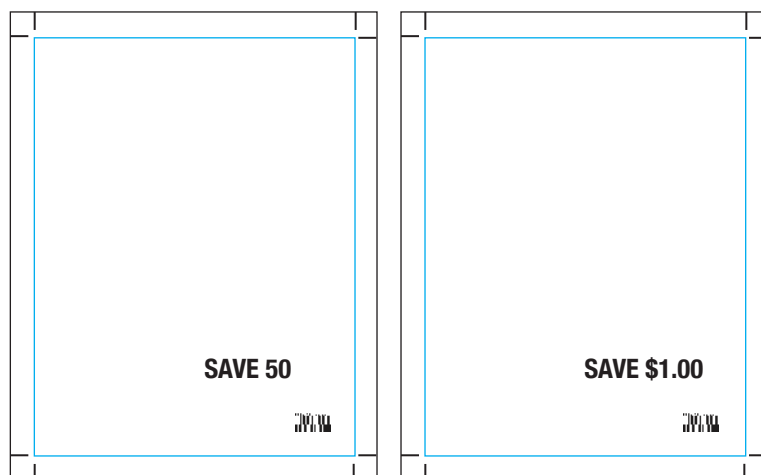
If you do not have a program that utilize layers, such as an older version of QuarkXpress; create your files using the following method.

- For Common 4-color - Any images and all text that are common to all versions should be built on the master page, and then add pages using that Master Page (one for each version) plus one page for just the Common 4-color.
- For All Black Versions - All of the black version text should be built using 100% black only.
- After all of the black version pages have been created, in position to the common 4-color, remove the common 4-color elements from all of the black version pages, so that only the black version text is showing.

Example of Common 4/color Base



Example of Black Versioning Pages



### Please Note:

When creating your black plate versions, it is critical that the black DOES NOT shift from its original position on the 4/color plate. Blacks must align exactly in order to avoid unnecessary plate changes

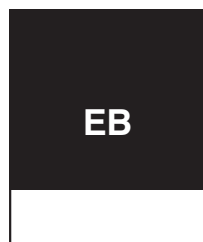
## COUPON BOOK (FSI)

### Fixed Coupon Locations

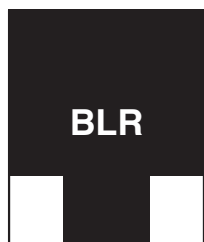
**Note:** The information on this page pertains to Coupon Book (FSI) only.

Fixed pricing would apply to the following coupon locations.

The recommended average coupon **height** for bottom or top coupon locations is three inches. The recommended average **width** for entire side or corner coupon locations is three inches. Coupon or coupon strips cannot exceed more than half the overall page size of your promotion allowing for backing ads in our cooperative inserts.



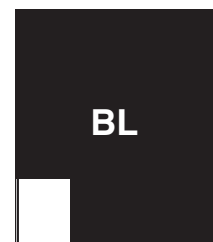
Entire Bottom



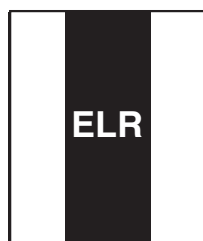
Bottom Left or Right  
(fixed on SP only)



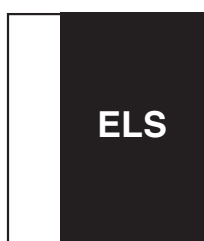
Bottom Right



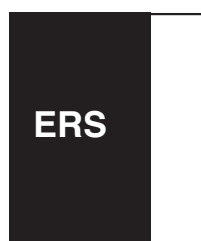
Bottom Left



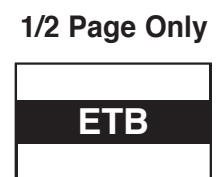
Entire Left or Right  
(fixed on SP only)



Entire Left Side



Entire Right Side



Entire Top or Bottom

\*Consult your Valassis Representative for pricing and information on the coupon locations not represented above.

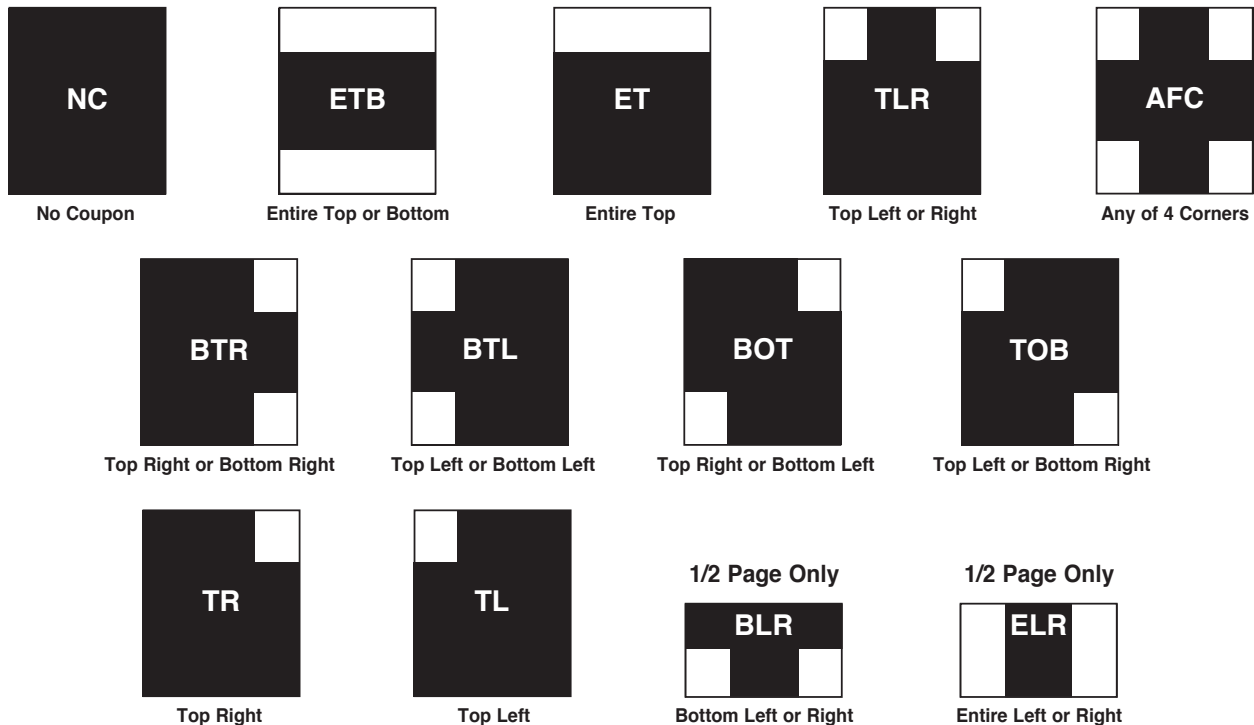
## COUPON BOOK (FSI)

### Flexible Coupon Locations

**Note:** The information on this page pertains to Coupon Book (FSI) only.

If more than one coupon location is indicated on the diagram below, materials must be supplied for each coupon position indicated to qualify for flexible pricing.

The recommended average coupon **height** for bottom or top coupon locations is three inches. The recommended average **width** for entire side or corner coupon locations is three inches. Coupon or coupon strips cannot exceed more than half the overall page size of your promotion allowing for backing ads in our cooperative inserts.



\*Consult your Valassis Representative for pricing and information on the coupon locations not represented above.

## COUPON BOOK (FSI)

### Recommended Coupon Design and Coding

**Note:** The information on this page pertains to Coupon Book (FSI) only.

#### The Coupon Offer Should be Clear to:

- The Retailer/Cashier
- The Consumer
- The Retailer and Manufacturer Clearing houses

#### The Coupon Size Should:

- Be within 3" - 6" in width
- Be 2 1/16" - 2 1/2" in depth depending on the location contracted.

#### Bar Code Nominal Size:

- Pictured example reflects a GS1 RSS Data Bar, which is based on a formula of length, bar width and total characters.

**Note:** For more information on the GS1 RSS Data Bars, go to [www.gs1us.org](http://www.gs1us.org).

#### The Coupon Design Should:

- Specify the price
- Specify manufacturer coupon and the expiration date
- Include a product picture
- Provide a max value, if the coupon value is FREE

#### The Coupon Should:

- Be validated against purchased items.

#### Important Barcode Guidelines

For best results:

- Print barcodes as 100% black on a white background.
- Do not truncate or reduce the code (this may cause scanning errors).



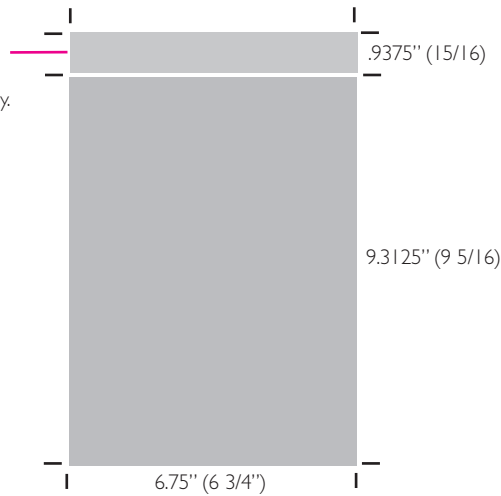


Co-op Insert Ad Dimensions

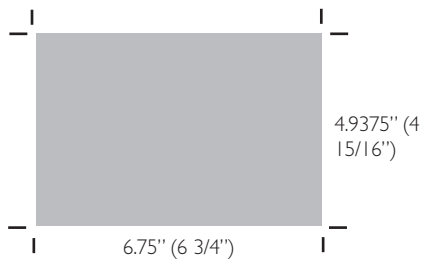
Dimensions shown refer to maximum image area of your ad. (no bleed)

The banner is always positioned in this location on the cover only.

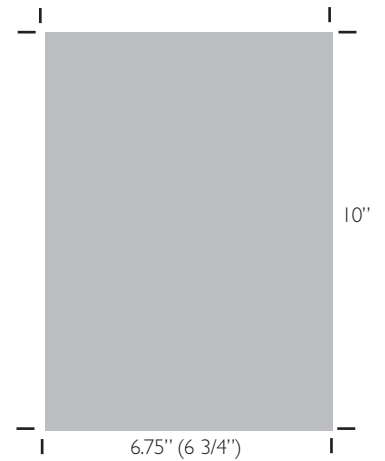
Front & Back Cover



Half Page

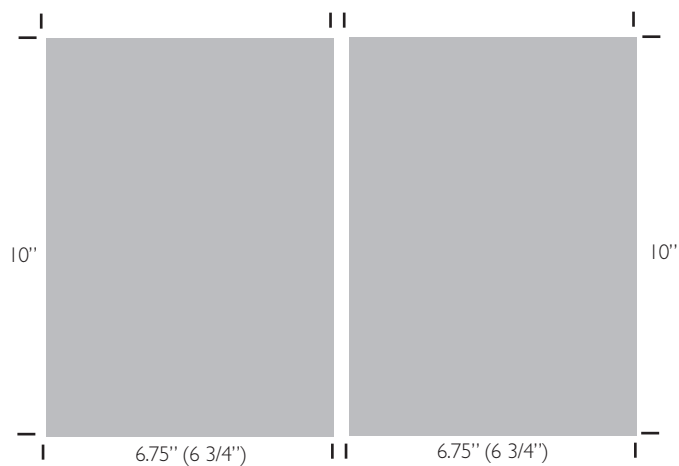


Super Page



Bleed Spread

Two separate pages which face and bleed together at the spine of the book (final trim is done on press)

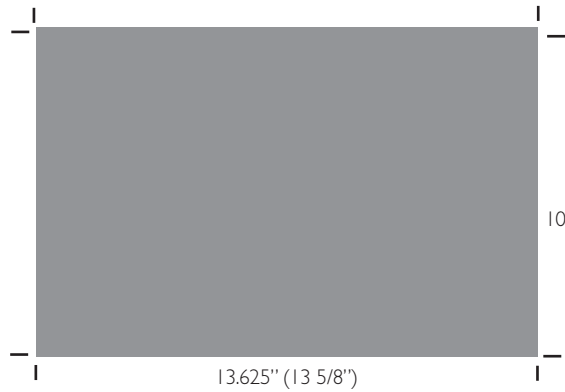


## Co-op Insert Ad Dimensions

Dimensions shown refer to maximum image area of your ad. (no bleed)

### Perfect Spread

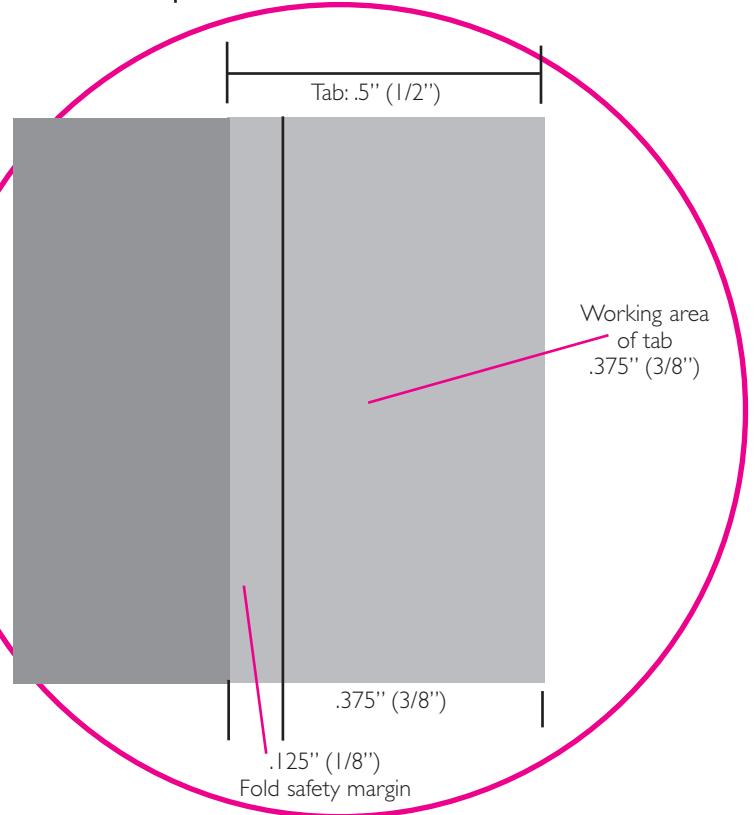
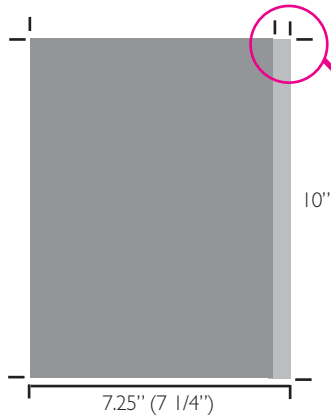
An advertisement that extends across two standard page (i.e., a double page) with no gutter



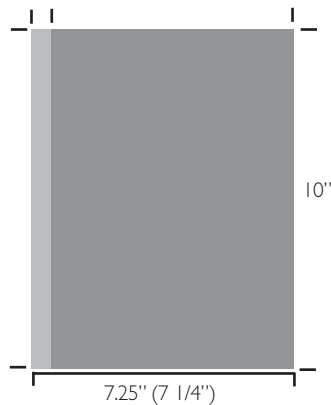
Note:

The overall size of the tab is 1/2". The 1/8" safety margin can be the same color as the rest of the tab. There should be NO type or images in this area.

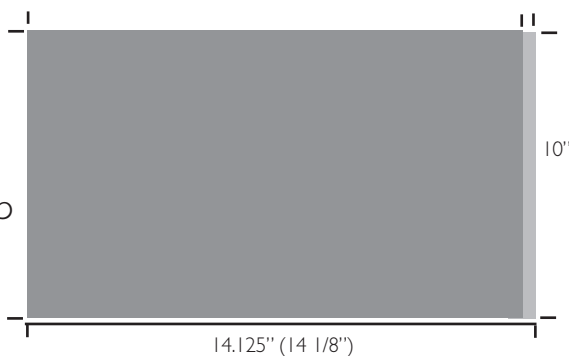
### Super Page with Front Tab



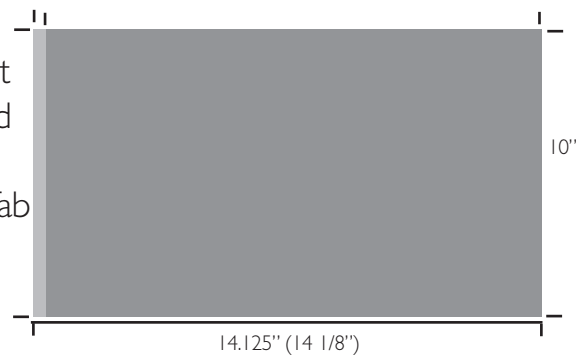
### Super Page with Back Tab



### Perfect Spread with Front Tab



### Perfect Spread with Back Tab





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## **UPLOAD ARTWORK FILES**

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To upload your graphic files, Valassis has created a simple, easy to use web site where you can:

- Access our secure Mass Transit upload page
- Access our FTP account information
- Find resource information related to graphic files

Valassis Central File Upload web page:  
<http://www.valassis.com/upload-files.aspx>

Direct link to the Mass Transit upload site:  
<http://upload.valassis.com>