GUIDELINES FOR PRINT FILES

1. GENERAL

1.1. These guidelines have been created to assist you with creating print files for jobs printed by Printall.

1.2. For optimal results, pay attention to all details of the print file preparation process. Files submitted for printing should comply with the standards of ISO 15930-4:2003 or ISO 15930-7:2010.

1.3. These guidelines are available online at www.printall.ee.

2. SENDING FILES

2.1. We accept composite files in PDF format and complying with the standards of ISO 15930-4:2003 PDF/X1-a or ISO15930-7:2010 PDF/X-4.

2.2. Files must contain at least one full page. Bleeds should be 3–5 mm.

2.3. All fonts in the file must be embedded.

2.4. Make sure that any special requirements have been communicated directly to our pre-press department.

2.5. Upload files to ftp.printall.ee. You will be assigned a folder and given a password beforehand.

2.6. Upload files on time. In case of a delay, please inform your sales manager.

3. FILE IDENTIFICATION

3.1. It is important to name files so that they can be identified. Please observe the following file-naming convention, which uses a three-digit page number and an abbreviated publication name.

3.2. Guidelines for naming files:

- Use only characters from the English alphabet (A–Z) and numbers. No foreign or special characters (å, õ, €, &, %, à, ê, etc.), except for underscores (_) to separate elements of the file name.
- Make descriptions as short as possible, using abbreviations or acronyms.
- Begin the file name with the three-digit page number.
- Include the edition number if available.
- If the file contains multiple pages, ensure that they are in consecutive order, with no blank pages between unless intended.
- Indicate in the file name if the file is for a particular language or version (ENG; RUS; VERS1; VERS2, etc.).
- If the file is corrected and replacing a previous one, indicate this by adding the word NEW at the end. For subsequent corrected files, add a number (NEW2, NEW3, and so on).

Examples:

A print file for *Eesti Naine* magazine, fifth edition, page seven would be named **007_EN05.pdf**

007 = page number
EN = acronym for *Eesti Naine*
05 = edition number

A print file for a Coca-Cola ad in the same magazine, same page: **007_EN05_cocacola.pdf**

007 = page number
EN = acronym for *Eesti Naine*
05 = edition number of edition
cocacola = description of ad

A corrected file for the same publication: **007_EN05_NEW.pdf**
007 = page number
EN = acronym for *Eesti Naine*
05 = edition number
NEW = corrected file

FILE SETTINGS

4. Newsprint – Coldset Web Offset (CSWO)
4.1. We use the following papers and profiles:

4.1.1 Standard newsprint 38–48 g/m2
ICC Profile: ISOnewspaper26v4.icc (IFRA26)
Total ink limit 240%
Max. black 95%

4.1.2 Improved newsprint 49–60 g/m2
ICC Profile: ImpNews_Coldset.icc
Total ink limit 195%
Max. black 96%

4.2. Settings for CSWO printing:

- Screen density is determined by the repro: 85 lpi for standard newsprint; 112 lpi for improved newsprint. Resolution (dpi) should be 2 x lpi.
- Use Photoshop's Hue/Saturation and Unsharp Mask settings for more lively color and sharper images.
- For untrimmed A3 jobs, leave margins of 12 mm free space.
- Align all pages center. For trimmed jobs, leave a 5 mm bleed.
- Put all color images in CMYK color space.
- Set black-and-white images to grayscale.
- Completely colored areas, such as backgrounds, should be 95% screen.
- The CMYK recipe for rich black is 95% black / 40% cyan / 40% magenta / 40% yellow.
- Frames (of tables, pictures, etc.) should be designated in one process color. Line width should not be thinner than 0.3 mm.
- The minimum line width for line art is 0.3 mm. Use no more than two color composites.

5. Newsprint – Heatset Web Offset (HSWO)
 5.1. We use the following papers and profiles:

5.1.1. **MWC** (Medium Weight Coated) 65-130 g/m2 (Novapress, UPM Star, Galerie Fine, etc.)
ICC Profile: ISOcoated_v2_300_eci.icc (FOGRA 39)

5.1.2. Standard LWC (Light Weight Coated) 51-60 g/m2 (Galerie Lite)
ICC Profile: PSO_LWC_Standard_eci.icc (FOGRA 46)

5.1.3. Improved LWC (Light Weight Coated) 60-100 g/m2 (Galerie Brite, UPM Ultra, etc.)
ICC Profile: PSO_LWC_Improved_eci.icc (FOGRA 45)

5.1.4. SC; LWU (Supercalender; Light Weight Uncoated) 51-80 g/m2 (PrimaPress, InnoPress,
UPM Cat, etc.)
 ICC Profile: SC_paper_eci.icc (FOGRA 40)

5.1.5. MFC (Machine Finished Coated) 54-75 g/m2 (Solarispress, UPM Satin, UPM Smart, etc.)
ICC Profile: PSO_MFC_Paper_eci.icc (FOGRA 41)

5.1.6. Improved Newsprint 49–60 g/m2 (ExoPress)
ICC Profile: PSO_SNP_paper_eci.icc (FOGRA 42)

5.1.7. WFC (Woodfree Multicoated) 90–130 g/m2 (LumiPress Art, UPM Finesse)
ICC Profile: ISOcoated_v2_300_eci.icc (FOGRA 39)

5.1.8. WFU (Woodfree Uncoated) 70–100 g/m2 (UPM Fine, Amber Graphic, Sopporset)
ICC Profile: PSO_Uncoated_ISO12647_eci.icc (FOGRA 47)

5.2. Settings for HSWO printing:
- The CMYK recipe for rich black is 95% black / 50% cyan / 50% magenta / 50% yellow.
- Align all pages center. For trimmed jobs, leave a 3 mm bleed.
- For publications using perfect (adhesive) binding, set a 5 mm gutter bleed on full-spread images.
- Set black-and-white images to grayscale.
- Put all colors and images in CMYK color space.
- Text smaller than 12 pt. should be 100% black.
- Negative text should be no smaller than 8 pt. and set in a typeface with uniform thickness, such as most sans serif fonts. Negative lines should be no thinner than 0.2 mm.
- For publications using perfect (adhesive) binding, do not place any design elements closer than 5 mm from the edge of the back cover and 1 mm from the spine.

6. Sheetfeed Offset (SFO)
6.1. We use the following papers and profiles:

6.1.1. WFC (Woodfree Multicoated) 90–300 g/m2 (MultiArt, Tom&Otto, Galerie Art)
WFC (Woodfree Singlecoated, Hibulk) 70–250 g/m2 (G-Print, Galerie Art Volume)
ICC Profile: ISOcoated_v2_eci.icc (FOGRA 39)

6.1.2. WFU (Woodfree Uncoated) 70–250 g/m2 (Multioffset, Sopporset, Amber Graphic)
ICC Profile: PSO_Uncoated_ISO12647_eci.icc (FOGRA47)

6.1.3. For profiles for other papers, ask the manufacturer or your sales manager.

6.2. Settings for SFO printing:

- Align all pages center. Use a 3 mm bleed.
- For publications using perfect (adhesive) binding, send the cover pages as spreads. If sending as separate pages, the spine width should be added to the margin of the front cover.
- For additional pieces such as pamphlets, inserts, three-part cover pages, etc., provide folding marks and a prepress repro (either paper or file).
- The CMYK recipe for rich black is 95% black / 50% cyan / 50% magenta / 50% yellow.
- Set black-and-white images to grayscale.
- Text smaller than 12 pt. should be 100% black.
- Negative text should be no smaller than 8 pt. and set in a typeface with uniform thickness, such as most sans serif fonts. Negative lines should be no thinner than 0.2 mm.
- Keep text and design elements at least 4 mm away from edges for trimmed publications.

7. Trapping and overprinting

7.1. Trapping

Trapping helps to avoid registration errors that can occur with, for instance, gang run printing. The press uses a trapping of 0.2 mm.

7.2. Overprint

The standard overprint setting in print files is this: No overprint for colored objects.

Printall's prepress uses the following settings:
- 100% black always overprints (text or object on color background)
- CMYK white is set to knockout
- Automatic knockout in provided print files is preserved for color objects

7.3. Use of images

Ensure that the resolution of images is suitable for the printing method used. Ideally, the resolution should equal twice the screen density set up by the press according to paper type and printing process.

Proper ICC profiles, matched to the paper and printing process, should be used to ensure the correct processing of images.

Printing process	Paper	Lining of the screen (LPI)	Resolution of the image (DPI)
Sheetfed (SFO)	coated	175	350
Sheetfed (SFO)	uncoated	133	260
Heatset (HSWO)	coated	150	300
Heatset (HSWO)	uncoated	133	260
Coldset (CSWO)	uncoated	85–112	200