

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. The method of delivering files will be agreed upon with your sales manager.

2.6. Deliver 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.).

Begin the file name with the three-digit page number. If the file contains a range of pages, indicate the range as well, connected by a hyphen. Separate the numbering from the rest of the filename with an underscore (_).

- 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 *Country Life* magazine, fifth edition, page seven would be named:

007_Country Life 05.pdf

A corrected file for the same publication: **007_Country Life 05 NEW.pdf**

A single file containing pages 8-27 in the same magazine: **008-027_Country Life 05.pdf**

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: [ISOnewsprint26v4.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 automatically applied by prepress: 85 lpi for standard newsprint; 112 lpi for improved newsprint. Resolution of images (dpi) should be at least 2 x lpi.
- Work in Proof Colors mode using the appropriate ICC profile to simulate the smaller color gamut of coldset printing.
- 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.
- Full-color areas, such as backgrounds, should be 95% screen. • A recommended CMYK recipe for rich black is 95% black / 35% cyan / 35% magenta / 30% yellow. • Frames (of tables, pictures, etc.) should be designated in one process color. Line width should not be thinner than 0.3 mm (1pt).
- The minimum line width for line art is 0.3 mm (1pt). Use no more than two color composites.

5. Magazine printing – Heatset Web Offset (HSWO)

5.1. We use the following papers and profiles:

5.1.1. **MWC** (Medium Weight Coated) 65-130 g/m² (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, etc)

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 (UPM Finesse, etc) 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:

- A recommended CMYK recipe for a neutral rich black is 98% black / 40% cyan / 30% magenta / 30% yellow. • Align all pages center. For trimmed jobs, leave a 3 mm bleed.
- For publications using perfect (adhesive) binding, compensate spreads spanning from the inside covers to the first and last pages by 5+5 mm of gutter overlap. For other spreads, avoid placing critical elements in the gutter, as they can be obscured depending on how much the spread is opened by the reader.
- Black and white images should be converted from RGB to CMYK using the appropriate profile.
- All elements should be in CMYK, images should be converted from RGB to CMYK using the appropriate profile - this can be done at time of export from InDesign.
- Text smaller than 10 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.
- Do not place any critical text or design elements closer than 5 mm from the trim edge.

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 mockup (either a physical dummy, or photos/drawings that make the folding clear).
- A recommended CMYK recipe for rich black is 98% black / 40% cyan / 30% magenta / 30% yellow.
- Black and white images should be converted from RGB to CMYK using the appropriate profile.
- All elements should be in CMYK, images should be converted from RGB to CMYK using the appropriate profile - this can be done at time of export from InDesign.
- Text smaller than 10 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.
- Do not place any critical text or design elements closer than 5 mm from the trim edge.

7. Trapping and overprinting

7.1. Trapping

Trapping helps to avoid registration errors that can result from paper stretching, etc. Trapping is applied automatically in our RIP - please do not pre-trap your files.

7.2. Overprint

Printall's prepress uses the following settings:

- 100% black is always set to overprint (text or vector objects)
(this applies even if your files do not have overprint turned on for black - if you want to force a no-overprint black object, set the color to C:1%, M:1%, Y:1%, K:100%)
- If our preflight detects CMYK white, it is set to knockout. Overprinting white is invisible.
(please note that preflight isn't 100% effective at detecting this in complex PDFs, so you should always check PDFs with Overprint Preview turned on)
- CMYK objects are set to knock out. If you want to use overprint effects in your job, please contact us and we can override these settings on a page-by-page basis.

7.3. Use of images

Ensure that the resolution of images is suitable for the printing method used.

For Coldset Web Offset (CSWO), the recommended resolution is 200 dpi. Our preflight will consider any resolution under 100 dpi as an error.

For Heatset Web Offset (HSWO) and Sheetfed Offset (SFO), the recommended resolution is 300 dpi. Our preflight will consider any resolution under 100 dpi as an error.

Low-resolution images caused by technical errors such as missing links are under 100 dpi - for images above 100 dpi but below the recommended resolution, we assume the client did not have a better quality file available.

8. Matching print to samples

8.1 Matching print to proofs

We can only match printing to calibrated and verified color proofs conforming to the ICC profile of the job. The accuracy of matching the proof also depends on the characteristics of the specific paper. We can also only match proofs to printing in the case of untreated sheets. If the sheet is treated further after printing (e.g. UV varnish, lamination), the optical characteristics can change and color can differ.

8.2 Matching print to swatches

We can only match spot colors to official Pantone Matching System swatch books. As in the case of proofs, this matching is only accurate for untreated sheets. Treatment like varnishing or lamination can change the optical characteristics and the tone of the spot color.