



LASERLESS GUIDELINES

Format: Required file submission format is composite PDF v1.3 (Acrobat 4.0 compatible). Submitted files may conform to ISO 15930-1: 2001 PDF/X-1a standard.

Sheridan requires 2001 PDF/X-1a as the standard file format as this will automatically flatten transparencies at the PDF creation stage. This allows the compositor to verify the flattening has not introduced undesirable layout changes prior to print submission.

If you choose to submit print PDFs with unflattened transparencies, please know the Prepress front-end software, Kodak Prinergy, will automatically flatten the transparencies. Because of this, we suggest checking your proofs carefully.

Organization:

- Files/pages must be provided as complete pages required for print (including blank pages and ad pages).
- File names must be comprised of standard characters only (i.e., alpha-numeric and “_”).
- Files either should be combined to a single PDF document each for covers and text with blanks and ads included, or files should be named such that pages list in sequential (logical page) order:

01_000.pdf	[01 = file sequencing number 000 = identifier (free variable; not required)
Example:		01_cvr.pdf 02_fm1-iv.pdf 03_001-011.pdf 04_blank.pdf 05_013-026.pdf 06_bmi-ii.pdf

- **Versions:** Unique PDF documents are required for each issue version; common elements must remain fixed for each.

Layout:

- **Page size:** Prepared PDF trim box must conform to specified publication trim size.
- **Page bleed:** Bleed objects must extend minimum 1/8” beyond trim for page head, foot, face (front).
- **Page margins:** Odd and even pages must have equal face(front) margins.
- **Safety margin:** Type and other non-bleed content must clear trim by minimum 1/4”. (Journal size 7” x 10” or smaller, content must clear 3/8” at face of pages)
- **Page marks:**
 - Produce final PDF approx. 1” larger than document trim size; including bleed and marks. Newer software creates the PDF larger then trim when crop marks are turned on.
 - Set marks 12 points away from trim.

Fonts:

- **Font type:** Type 1, TrueType and OpenType fonts are acceptable; Type 3 and Multiple Master fonts are acceptable, as well, but should be avoided, if possible.
- **Character styles:** Avoid menu-stylized fonts, if possible.
- **Embedding:** All fonts must be embedded; when possible, avoid font subsetting.



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Text/Lines:

- **Character size:** Recommended minimum for reverse or multi-color type is 6 points.
- **Line/rule width:**
 - minimum width for single-color line/rule is 0.125 point (.0002”).
 - minimum width for overprinting or multi-color rule is 0.125 point (.0002”).

Images

- **Resolution:** Raster image resolution recommendations are the following specifications:
 - 266ppi for tones (either grayscale or color);
 - 500ppi-900ppi for combination tones (ie., tone and text/lines, either grayscale or color);
 - 900ppi-1200ppi for monochrome (1-bit) images.
- **Compression:** Zip or JPEG compression methods are recommended for 8-bit tones; CCITT Group 4 is recommended for 1-bit monochrome images. Compression methods should conform to PDF/X-1a standards.
- **Embedding:** High-resolution images must be embedded in the PDF; OPI image assignments are not acceptable.

Color

- **Color space:** Must conform to print specifications for the title–grayscale or CMYK space for process color printing and/or appropriate spot color(s) for PANTONE color printing. RGB or LAB color spaces are unacceptable.
- **Spot colors:**
 - must be defined as PANTONE color, not randomly named (i.e., name as PANTONE 186 C, not as “spot red”)
 - must be defined unambiguously (i.e., same CMYK process color equivalent for PANTONE colors with the same name)
 - spot color gradients/blends must be created spot-to-spot (i.e., 5% PANTONE color to 100% PANTONE color).
- **Color management:** Files must be free of custom color functions, including PostScript color management, transfer curves, halftone screen assignments, and black generation functions; files should not include ICC profile tags.
- **Total Area Coverage (TAC):** Dark/black elements or areas within color images should not exceed 300% (total combined value); exception: TAC should not exceed 325% for small (i.e., thumbnail-size) non-critical areas that carry no significant detail.
- **Minimum tone:** Reproduction is not guaranteed for tone values less than 5%.
- **Trapping:**
 - white/reverse text and objects must be specified as knock-out;
 - black text (specified 24 points or less) and lines must be specified to overprint;
 - supplied files should not be trapped (trapping will be accomplished by Sheridan);
 - for PDF/X-1a standard conformance, trapped key should be set to “False”.