



# SHERIDAN AD GUIDELINES

**Format** Required file submission format is composite PDF v1.3 (Acrobat 4.0 compatible). If possible, submitted files should conform to ISO 15930-1:2001 PDF/X-1a file format standard. Non-standard, application, or native file formats are not acceptable.

*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.*

- Layout**
- Page size: must conform to specified publication trim size
  - Page bleed: must extend minimum 1/8" beyond trim for page head, foot, front
  - Safety margin: type and other non-bleed content must clear trim by minimum 1/4"
  - Page marks: pages should only contain crop marks. Color bars or other marks are not needed.

- Variables**
- Versioning: unique PDF documents are required for each issue version; common elements must remain fixed for each version

- Fonts**
- Font type: Type 1 fonts are recommended; avoid Type 3, Multiple Master, and composite/CID fonts; avoid Mac city fonts (Chicago, Geneva, etc.) and MS Outlook fonts (Tahoma, Impact, etc.)
  - Character styles: when possible, avoid menu-stylized fonts
  - Embedding: all fonts should be fully embedded. Subsetting is not recommended

- 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 0.25 point (0.0035")
    - minimum width for overprinting or multi-color rule is 0.33 point (0.004")
    - minimum width for reverse line/rule is 0.5 point (0.007")

- Images**
- Resolution: raster image resolution should conform to the following recommended specifications:
    - 266ppi for tones (either grayscale or color)
    - 500ppi-900ppi for combination tones (either grayscale or color)
    - 900ppi-1200ppi for monochrome (1-bit) images
  - Compression: Zip or JPEG compression methods are recommended for tones, CCITT Group 4 is recommended for monochrome images; compression methods should conform to PDF/X-1a standards. JPEG 2000, JBIG, and JBIG2 compression are not acceptable.
  - Embedding: high-resolution images must be embedded in the PDF; OPI image assignments are not acceptable



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- Color**
- Color space: must conform to print specifications for the title–grayscale or CMYK space for process color printing, 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 (e.g., name as PANTONE 186 C, not as “spot red”)
    - must be defined unambiguously (same CMYK process color equivalent for PANTONE colors with same name)
    - spot color gradients/blends must have been created spot-to-spot (e.g., 5% PANTONE color to 100% PANTONE color)
  - Color management: files must be free of color functions, including PostScript color management, transfer curves, halftone screen assignments, and black generation functions; files should not include references to ICC profiles
  - Total Area Coverage (TAC) for black or dark elements or for black areas within color images should not exceed 300%; exception: TAC should not exceed 325% for small 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 and lines must be specified to overprint
    - supplied files should not be trapped---trapping will be accomplished by Sheridan
    - trap flag should be set to “True” to conform to PDF/X-1a standard

- Proofing**
- Supplied contract process color proofs must conform to ISO 12647-2:2004/ Amd. 1:2007 specifications (<http://www.iso.org>):
    - proof must have been produced using a ISO-coated certified system
    - proof must be based on FOGRA39L characterization data set
    - proofing system must be identified on/with proof and proof must be dated
    - proof must contain an approved color proofing bar
  - Unless an approved color proof has been supplied in accordance with ISO Standard 12647-2:2004/Amd. 1:2007, or a proof has been produced by Sheridan and Publisher approval has been achieved, Sheridan will print to standard ink densities and dot gains