



GENERAL INFORMATION

1. Production process is high-speed, heat-set, web offset.
2. Contact individual publishers for information regarding unit sizes and availability of second or fifth colours.
3. A COLOR CONTROL BAR MUST BE PRESENT ON ALL SUBMITTED PROOFS. This bar must contain patches (minimum 6mm x 6mm) of 3, 5, 25, 50, 75, 95, 97% and solid for each of the primary process colours. Red, Green and Blue overprint solids must be present as well as a gray balance patch (cyan - 50%; magenta and yellow - 40%). These can be constructed by the proof provider or downloaded from www.magazinescanada.ca

DESIGN CONSIDERATIONS

Detailed Design information for Magazine Print Production is available in the Magazines Canada sponsored "Look Like a Hero" guide www.looklikeahero.com

- 4a. Live area (critical printing elements) should be kept a minimum of 1/4" inside the trim.
- 4b. Bleeding elements should extend a minimum of 1/8" beyond the page trim.
- 4c. Minimum tint values intended to print should maintain a 3% dot.
- 4d. Two Colour solid overprints larger than 3 mm square should have one of the colours screened to a maximum of 70% to optimize wet ink trapping. Maximum screened value of any one colour should not exceed 85%, unless it becomes a solid colour (to avoid mottle in areas of flat tint colour).
- 4e. Reversed lettering should be reproduced in a minimum of colours. Avoid small sizes (under 8 pt.) or light type faces, fine serifs and thin lines, if used should be restricted to one colour. Background tints of not more than 30% where type is surprinted, and not less than 70% where type is reversed are recommended to ensure legibility.
- 4f. It is advisable, when designing crossover pages, that the spine or gutter break is positioned between words. It is not recommended to split words or letters through the spine or gutter.
- 4g. Undercolour Removal (UCR) should be used so that the total area coverage in the darkest areas will not exceed 300% for Four-Colour PROCESS material.
- 4h. Gray Component Replacement (GCR) if used, should not exceed 75%.
- 4i. Pantone Matching System Colours. Any unpaid special, or spot colours should be converted to process before final material is created. PMS colours can not be matched exactly using four colour process inks.

DIGITAL FILE SUBMISSIONS

- 5a. Consultation with the publisher/printer is essential to determine the suitability of the submission.

Due to the variable output nature of any application or PostScript file, these file types should only be used when agreed upon by the receiving publisher/printer.

- 5b. PDF/X-1a: 2001 is endorsed by the TSC and accredited through ISO 15930-1, as a digital format for complete digital exchange (graphics and fonts included). It has requirements specific to blind transfer and print reproduction making it suitable for advertising submissions. Its use is encouraged.

It is imperative that appropriate software be used when creating compliant PDF/X-1a: 2001 files (see section 9 for a list of PDF/X-1a software vendors). In addition, appropriate settings and 'Print Drivers' (PPDs) must be selected when producing PostScript files that are to be distilled to PDF and converted to PDF/X-1a: 2001.

Generic PDF files, properly created using specific job options, may be accepted with prior approval of the publisher/printer.

PDF/X-3 files can contain colour profiles and are not acceptable for ad submissions.

- 5c. TIFF/IT P1 is endorsed by the TSC and accredited through ISO 12639 (TIFF/IT).

- 5d. A job jacket (e.g. JDF) should accompany the file.

- 5e. File Compression should only be used when agreed upon by both the sender and receiver. Only lossless compression (non-JPEG) is recommended if employed.

MACS CAPSULE

Screen Ruling:	133 or 150 LPI
UCR:	300% maximum
GCR:	75% maximum
Digital Files:	PDF/X-1a: 2001 www.magazinescanada.ca for details
Colour control bars:	minimum 25/50/75+ solid patches
Proofs:	MAC approved proofs, from the final file
Stock & Inks:	Matching ANSI CGATS TR 001 and tolerances as per ISO 2846-1
Tone Value Increase:	Yellow=18%, Magenta=20% Cyan=20%, Black=22% ± 4%
Live Area:	Minimum of 1/4" inside trim
Bleed Area:	Minimum of 1/8" beyond trim
Trapping:	.0017" or .125 pts

5f. Digital colour bars should be included with the file in the non-image area. The components of this colour control bar should contain the values shown in section 3.

5g. Proper file construction is essential to avoid costly delays and revisions during the production. Document sizes should be set to the trim size of the magazine page with a minimum of 1/8" for bleeding elements for full page submissions. Marks should be included, and offset at least 6mm (1/4") from trim area. For minimum screen values, overprinting colours and reverse type restrictions see 4c, 4d and 4e.

5h. The screening attributes of file elements should match those described in the 'MACS Capsule'.

5i. Files should NOT be sent electronically (ftp or email) without prior consultations with the publisher/printer.

Costs incurred from problematic files are the responsibility of the file provider.

CONTRACT COLOUR PROOFS

6a. ALL HARDCOPY AND SOFT PROOFS MUST CONTAIN A COLOUR CONTROL BAR AND BE CLEARLY IDENTIFIED WITH THE JOB ID AND PROOFING SYSTEM USED.

Magazine's Canada follows industry SWOP specifications (www.swop.org) for "MACS" contract colour proofs. In the past, SWOP was based on a common proofing paper, a No. 5 grade coated stock. Starting in 2006 SWOP also specifies a brighter No. 3 grade coated stock (see 8b for details). Regardless of stock, contract colour proofs need to be created on a SWOP system.

It is recommended that users request 'SWOP Application Data Sheets' from manufacturers when employing these products. It is essential that the recommendations contained within the Application Data Sheet be followed when producing these proofs. Check www.swop.org/certification/certmfg.asp for a list of certified systems for contract proofs.

Proofs can be broken into three categories: Hardcopy Halftone Proofs, Hardcopy Non-Halftone Proofs, and Colour Calibrated Softproofs.

6b. Hardcopy Halftone Proofs: These proofs contain a dot pattern with characteristics similar to that of the final plates and as such can be measured in a similar fashion to mechanical and press proofs. In some systems the reproduction characteristics rely on the use of colour management to ensure proper colour and tonal rendition. Where colour management is used, profiles must aim at characterization data in ANSI/CGATS TR 001, Graphic technology - Colour Characterisation Data for Tyle 1 Printing. See www.npes.org/standards/CGATS/CGATSRosterWeb.pdf. The proof must be generated from the final file.

6c. Hardcopy Non-halftone Proofs: This category includes a wide variety of thermal, dye sublimation, laser and ink jet products which do not create conventional halftone patterns. At present, caution should be used when accepting these proofs because of the high degree of variability in performance of some systems. It is the responsibility of the agency/client, prepress service supplier and printer to determine the suitability of these types of proofs. If a Non-halftone digital proofing system is deemed to be acceptable and the selected system is one that employs colour management, the profile used must aim at the characterization data in ANSI/CGATS TR 001 (see section 6b).

6d. Colour Calibrated Softproofs: Several different systems and configurations of SWOP certified soft proofing systems are now available. These are proprietary software systems, which may use common hardware elements. Each includes a function to determine if a page has been viewed in a SWOP calibrated environment; calibration must aim at characterization data in ANSI/CGATS TR 001, Graphic Technology - Colour Characterisation for Type 1 Printing. See www.npes.org/standards/CGATS/CGATSRosterWeb.pdf

Detailed workflows for accepting colour calibrated softproofs as contract colour proofs for Canadian Magazines are being developed by Magazine's Canada member Publishers and Printers. Please contact the Publisher directly before relying on a SWOP certified softproof as a contract colour proof.

6e. Non-contract proofs are suitable for content reference only. Publishers/printers can not be held responsible for colour reproduction of material supplied without a contract proof.

6f. Uncalibrated Softproofs; screen proofs, PDFs, JPEGs and the like are not acceptable for contract colour proofs for Magazine Publishing.

STONE VALUE/DOT GAIN FOR CONTRACT COLOUR PROOFS

7a. The use of colour control bars is required to determine dot gain/stone value increase on proofs supplied.

7b. Proofs should yield Y= 18% M=20% C=20% K=22% ±4% on all four colours when read on the 50% dot area as measured in the colour control bar. Measurements should be made using a Status T instrument conforming to ISO 5/3 and 5/4.

INK AND PAPER

8a. Standard MACS Proofing inks should match the hues of ANSI CGATS TR 001 (see section 6b). When printed on the reference paper and measured according to ISO 13655, Graphic technology - Spectral measurement and colourimetric computations for graphic arts images. The tolerances shown in the table below are values from ISO 12647-2, Graphic technology - Process control for the manufacture of halftone colour separation, proof and production prints - Part 2: Offset lithographic processes. The CIELAB aim values (spectrophotometry using 0/45 or 45/0 geometry and D50/2° observer weighting factors) are:

	L*	a*	b*	ΔE*ab
Black	19	0	1	4
Cyan	56	-38	-40	5
Magenta	47	68	-4	8
Yellow	84	-6	84	6

Inks conforming to MACS should include a Certificate of Analysis.

8b. Proofing stock should conform to SWOP specifications: The first stock is a No. 5 grade. It should conform to the aim values shown in ANSI CGATS TR 004 (see section 6b) when measured in accordance with ISO 13655. The CIELAB aim values are: L* = 88 (± 3), a* = 0 (±2), b* = 3 (±2). One example of a suitable MACS Approved Proofing Stock is designated as 60# Monterrey Gloss proofing paper and is available from www.tembec.com. Other papers may also be suitable. The second stock is a No. 3 grade, which is brighter than the No. 5. One example of a paper which meets the specification is Fortune Gloss, available from Stora Enso from www.storaenso.com. A characterization data set for this paper is being developed for SWOP by the IDEAlliance Print Properties Committee, and is expected to be released later in 2007.

OTHER RESOURCES

9. A brief listing of other sources of information and software. A listing here does not mean endorsement by Magazines Canada.

GENERAL INTEREST

www.cip4.org
www.ddap.org
www.disc-info.org
www.gwg.org
www.idealliance.org
www.ipa.org
www.magazinescanada.ca
www.npes.org
www.planetpdf.com
www.swop.org

PDF/X-1(a) SOFTWARE

www.adobe.com
www.apagoinc.com
www.callassoftware.com
www.enfocus.com