

# Digital Page and Image Specifications for Variable Imaging



## Preparing Native Page File Formats

Quad/Imaging accepts page files created using Macintosh computers with current versions of QuarkXPress files up to version 7 and Adobe InDesign up to CS3. Please adhere to the following guidelines when creating and submitting digital page files to Quad/Imaging.

## Native Application Page Construction

We prefer to have pages created as single pages, set up as facing pages, built to actual trim size. When producing pages this way, elements that bleed off the page must be extended 1/8" over the edge of the page on all three outer edges. If that is not possible, the other option is to build page files to their actual bleed size. Add 1/8" for bleed to all three outer edges. No bleed is required in the center/gutter. For example: Trim Size = 8 7/8" x 10 1/2". The correct document size = 9" x 10 3/4". All live matter of importance, including all type, must be a minimum of 1/4" inside the final trim in order to guarantee that no essential information is trimmed off.

- If constructing pages that will have versions, contact your Quad/Graphics ISR for specifications for options on how to best build and supply these files.
- All fonts and Images must be supplied. Use QuarkXPress' *Collect for Output*, InDesign's *Package* features when preparing files for output. This assists in gathering corresponding art, image files, and in some cases fonts, needed for processing. The report file supplies helpful information about the supplied files.
- QuarkXPress and InDesign offer built-in options for clipping paths. Special care should be taken to assure that the desired embedded path (from Photoshop) is selected and active.
- Supply all linked art as either CMYK or grayscale high-res images. We prefer 4/color images be saved as composite EPS or TIFF files. Avoid using DCS pre-separated 4/color CT files. Black and white line art should be in bitmap TIFF format.

- Maintain a consistent naming convention for your page files that includes the folio(s). Dashes and underscores may be used in names, but avoid using the following special characters:  
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## Preparing PDF Files

If you are submitting final page files as PDF, please adhere to the following guidelines:

- The printing industry standard PDF/X-1a is based on the 1.3 specification. Please supply either Acrobat 4(1.3 spec) PDFs, or **already flattened** PDF files if you are using Acrobat Distiller 5 and above or exporting to PDF with InDesign. Please see PDF flattening information at: [http://www.qg.com/imaging\\_specifications.asp](http://www.qg.com/imaging_specifications.asp)
- PDF files should be created as single pages.
- PDF files need to be checked by the client to ensure final file is complete prior to sending the files to Quad/Graphics.
- PDF files should have all fonts and high-resolution images embedded in the page file.
- Embedded high-resolution images should not contain ICC Profiles or PostScript Color Management.
- Final PDF should have any variable content removed from the page.

A separate hard copy or PDF of page(s) should show all page content, including variable data, and contain trim marks and bleeds. Variable text should be marked up with fonts, font sizes and line spacing to be used.

### Specifications for Variable Images

#### Color Print

Timeframes: Should arrive at a predetermined time prior to tapes due to QDS.

Media:	CD, DVD, FTP
Resolution Requirements:	300 dpi minimum
Image Mode:	CMYK (Flattened; untagged)
Image Size:	Scaled to largest size and resolution it will print at
File Type:	PDF/X-1a, TIFF or EPS
File Name:	The files must be identified with a unique code or name, especially if it is to tie into any data. Avoid using the following special characters: ,?/*\(){}>=#:

*NOTE: Images less than 300 dpi may not reproduce well, but will print. Unflattened PDFs risk incorrect reproduction due to flattening/transparency issues. RGB images may not reproduce well, but will print.*

#### Monochrome Print

Timeframes: Should arrive at a predetermined time prior to tapes due to QDS.

Media:	CD, DVD, FTP
Resolution Requirement:	300 dpi minimum
Image Mode:	Grayscale (Flattened; untagged)
Image Size:	Scaled to largest size and resolution it will print at
File Type:	PDF/X-1a, Tiff or EPS
File Name:	The files must be identified with a unique code or name, especially if it is to tie into any data. Avoid using the following special characters: ,?/*\(){}>=#:

*NOTE: Images less than 300 dpi may not reproduce well, but will print.*

### Contact Us

If you have concerns about any of these guidelines, please contact your Imaging Service Representative. This will prevent time delays and additional costs.

These guidelines do not take into account all the special situations that can occur with prepress production with our customers. Quad/Imaging endeavors to be flexible, so if you require special arrangements or procedures in order to submit your files, please contact your Quad/Graphics Imaging Service Representative.

For more information about Quad/Graphics and Quad/Imaging, please visit [www.QG.com](http://www.QG.com).