
TECHNICAL SPECIFICATIONS

Continued

SPECIFICATIONS FOR VARIABLE IMAGES

Color Print

Timeframes: Should arrive at a predetermined time prior to tapes due to Quad/Graphics.

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 Quad/Graphics.

Media:	CD, DVD, FTP
Resolution Requirements:	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.

PERSONALIZATION INSTRUCTIONS

Data Files: Please see QDS Non-Production Ready Media Specs

- Written Variable Imaging instructions are required for each imaging version.
- The variables to be imaged should be referenced on the instructions, calling out the variable field name from the Data Record Layout.
For example: Please visit your nearest <Store_Name>!
- Provide a low-res vector PDF sample of the piece to be produced, with each imaging/personalization area identified.

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- Provide Native files (InDesign or Quark) with imaging on a separate layer than the static within the native file. (See p. 1)
- Font detail: Quad/Graphics can extract this information from your native file. However, details of font type and size for each personalization area should be noted on the sample PDF for verification. (Use Acrobat Commenting or similar tool)
- Provide written business rules for programming, including:
 - Casing (UPPER, lower, or Mixed)
 - How to account for very long names, Ex: If the last name field is over X characters long, do Y.
 - Rules for fields not 100% populated (specify default slug or how to close up sentence) Ex: if no name, use Valued Customer
 - Punctuation and pluralization rules for all variables.
- Proofing criteria: How many records? Specific variable data requirements? Corresponding input data dumps?
- Printed Sample requirements for the job: How many samples do you require? Should they be "live" names or "Sample A. Sample"?
- We encourage you to provide test data if available ahead of live data to use for setting up the variable application and creating proofs until the live data is received.

CONTACT US

If you have concerns about any of these guidelines, please contact your Quad/Graphics Account Manager. 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. We endeavor to be flexible, so if you require special arrangements or procedures in order to submit your files, please contact your Quad/Graphics Account Manager.

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