

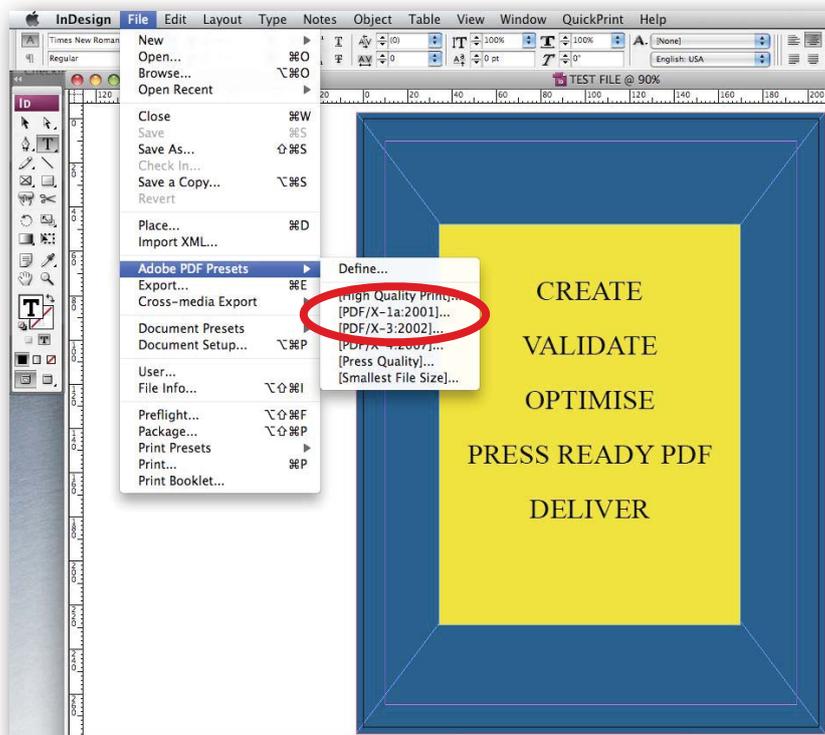
# PREPARING YOUR ADVERTISEMENT FOR SPH MAGAZINES

The following are some simple guides to assist you in preparing your advertisement for SPH Magazines. Whether you use Adstream's Quickcut or Adstream's new online validation and delivery service, QuickPrint Web (available late 2012), you can be sure that your advertisement will be flight-checked, optimized where possible and transmitted to SPH Magazines as a print ready PDF file in the correct format.

Please note that we have used Adobe® InDesign® and/or Adobe® Illustrator® CS3 for most of the following guides and screenshots.

## File Format

SPH Magazines will only accept PDF/X-1a (2001) files with the Fogra 39 profile applied. QuickPrint will convert your file to this format and apply the Fogra 39 profile whether you are using Adobe InDesign, Illustrator, or Freehand.



If you are using QuickPrint Web, simply export the file as a PDF once it is finished. There is no need to use Adobe® Acrobat Distiller®.

QuickPrint Web has the Adobe engine built in and will use your PDF to create a final PDF/X-1a and apply the profile exactly to SPH Magazine's requirements.

To prepare a PDF/X-1a file directly from InDesign go to File > Adobe PDF Presets > [PDF/X-1a 2001].

## Colour Space (eg RGB vs CMYK)

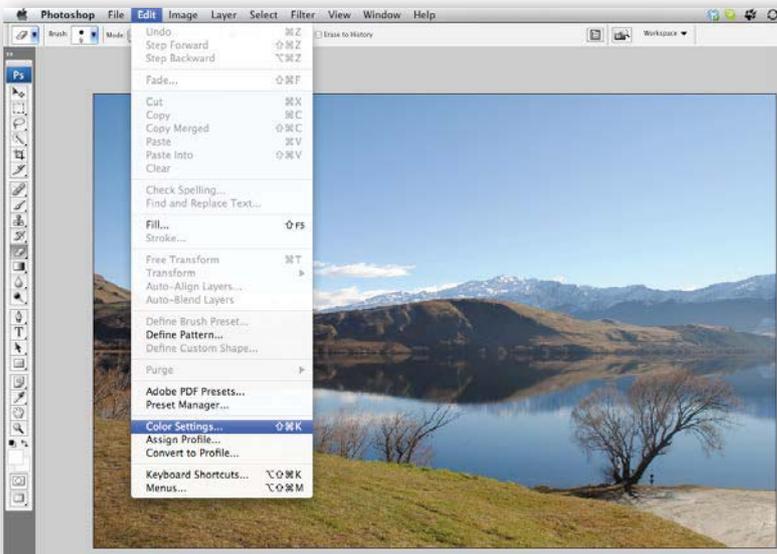
Only files using CMYK colour space should be transmitted to SPH Magazines. QuickPrint has the ability to detect RGB colour space and highlight the problematic area. QuickPrint will then give you the option to go back to the source file and make the necessary changes or choose QuickPrint to do the colour conversion using SPH Magazine's CMYK profile.

## Colour Standard

All advertisement materials (proofs) must adhere to the SPH Magazines Colour Standard which can be downloaded from our corporate website at <http://www.sphmagazines.com.sg/advertising-specs>

## Inkweight

SPH Magazines has a maximum total inkweight of 330%. QuickPrint will warn you if your file exceeds 330%. You will then have the choice to either reduce the inkweight yourself or use QuickPrint's optimize tool to fix it for you.



To use Adobe® Photoshop® to reduce the inkweight yourself go to Colour Settings > CMYK Setup.

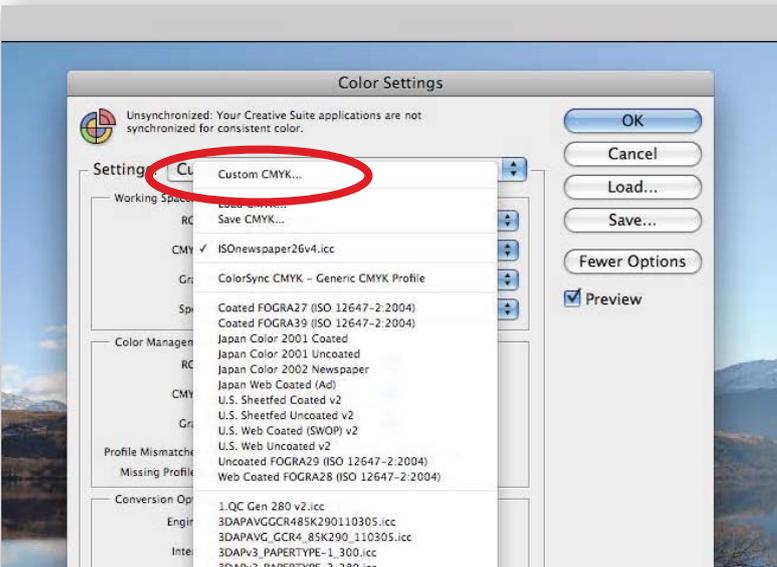
In the CMYK pull down menu choose Custom CMYK.

Edit the ink weight as appropriate. (Eg 330% for SPH magazines.)

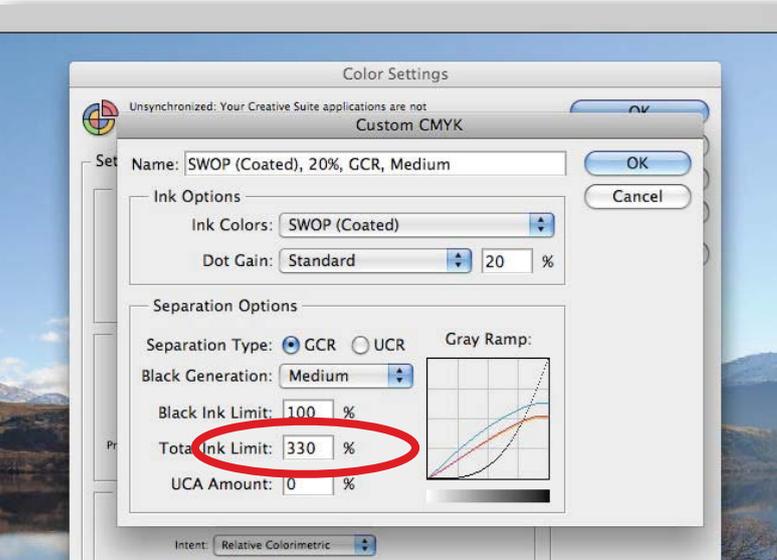
Then go to Image > Mode > RGB to change the image from its current mode to another eg CMYK to RGB. Save a copy as [new file name].

Open the renamed file and go back to Image > Mode > CMYK to change it back to the required mode (either RGB to CMYK). This process ensures that the ink weight specified is applied to the file.

Close the file, making sure that you save it. It will then need to be re imported into your document.



NOTE: Ink weight checks will ONLY be performed on CMYK Binary Photoshop EPS files brought into a source application like Adobe InDesign. If it is flagging on an Adobe Illustrator or FreeHand file it is actually flagging on the colour that has been brought into the source application. You will still need to edit that colour in the original Adobe Illustrator or FreeHand file.



## Fonts

### *Preferred Fonts*

Postscript type 1 and opentype fonts are the preferred fonts because they produce the most reliable output. Truetype fonts are acceptable but can be unreliable. If possible stick to Postscript fonts.

### *Acceptable fonts*

Acceptable common font types - Postscript type 1, truetype fonts and opentype fonts.

### *License Fonts*

Use only licensed fonts. Unlicensed fonts may prevent you from embedding into PDF files.

### *Fonts Style*

Do not use Bold and Italic from the style menu as during ripping for platesetter the fonts may be substituted with other fonts or appear as normal style without bold or italic.

## Font Size

SPH Magazines have a number of preferred rules that apply to all advertisements:

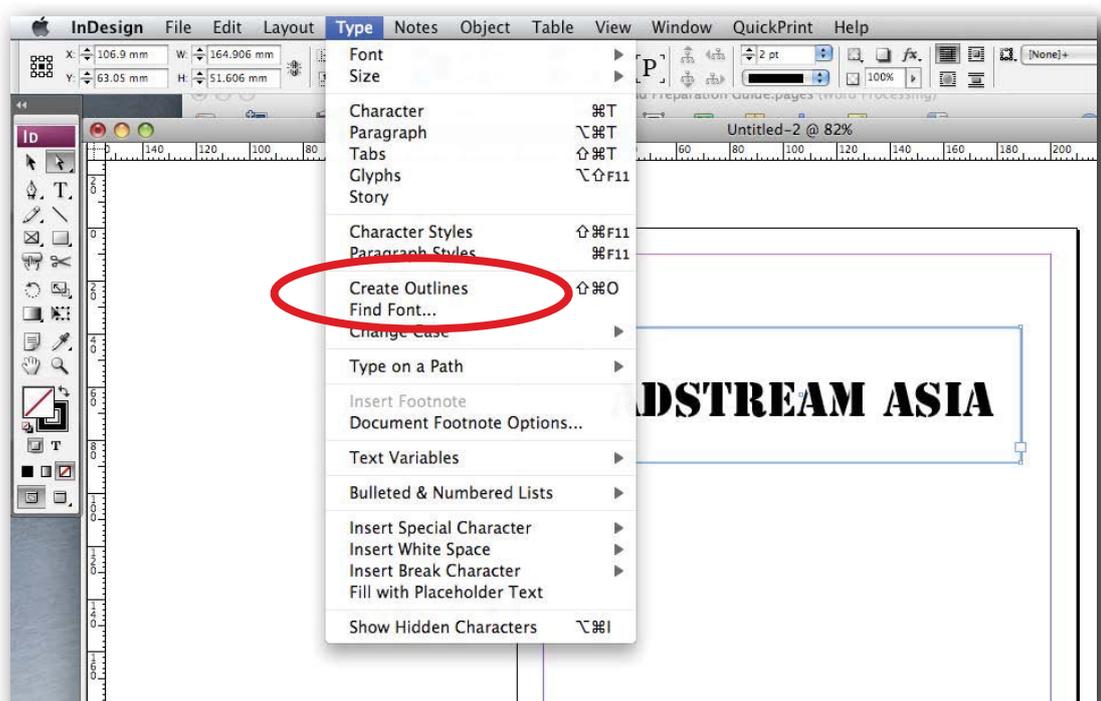
- ✦ Minimum text size is 8 points.
- ✦ Reverse lettering should be above 10 points with no more than two colours.
- ✦ White text/element are set to "Knockout".
- ✦ Coloured text with black drop shadow on colour back ground: the shadow must be set to "Overprint".
- ✦ Single black text on 4 colours back ground: must be set to "Overprint".

## Outline Fonts

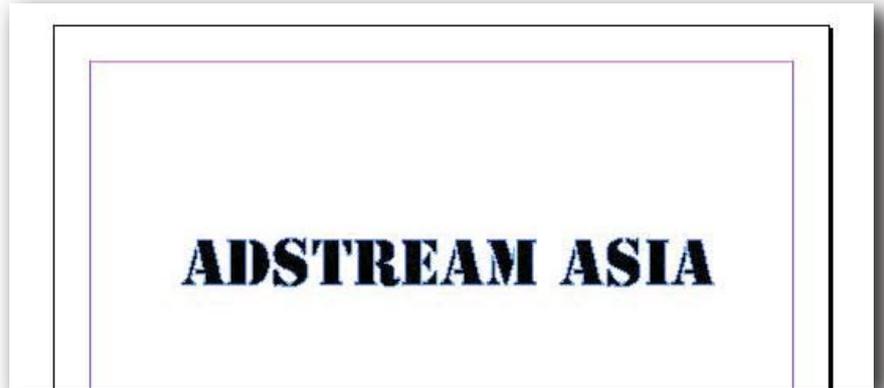
If you are unsure about what type of font you are using or unable to identify if you have a license version of the font then you should consider outlining the font.

QuickPrint has the ability to check the type of fonts used in your art work and see if they conform to SPH Magazine's requirements. If they don't, QuickPrint will give the user the option to outline the font manually or the user can allow QuickPrint to do it for them.

To convert text to outline, highlight the text that you want outlined, choose: Type > Create Outlines



The text is now outlined, and this can be seen in the screen shot, where the the text itself is highlighted with the blue pixillated line.

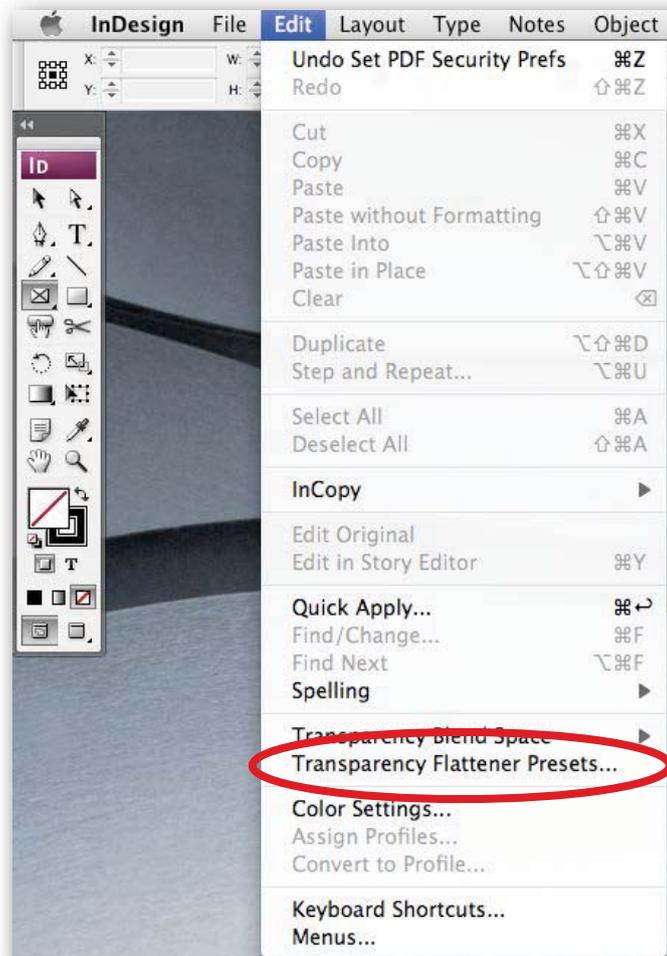


## Transparency

SPH Magazine does not allow transparent elements. QuickPrint has the ability to check if your art work has transparency effects used and if it does conform to SPH Magazine's requirements.

QuickPrint will prompt you to flatten the effected area before uploading the file to SPH Magazines. To flatten transparent elements in Adobe InDesign select Edit > Transparency Flattener (Presets).

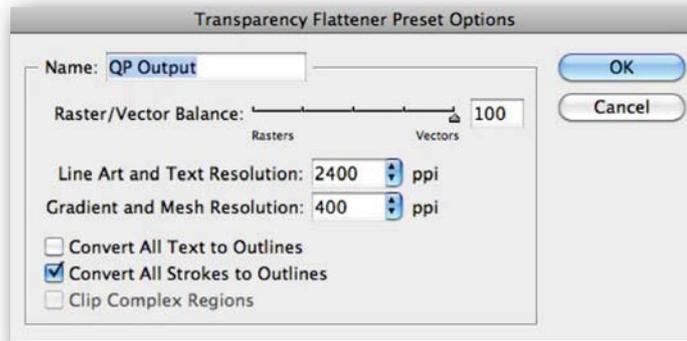
For better printing result, we recommend you to follow the Transparency setting in Adobe Indesign CS2/3/4/5



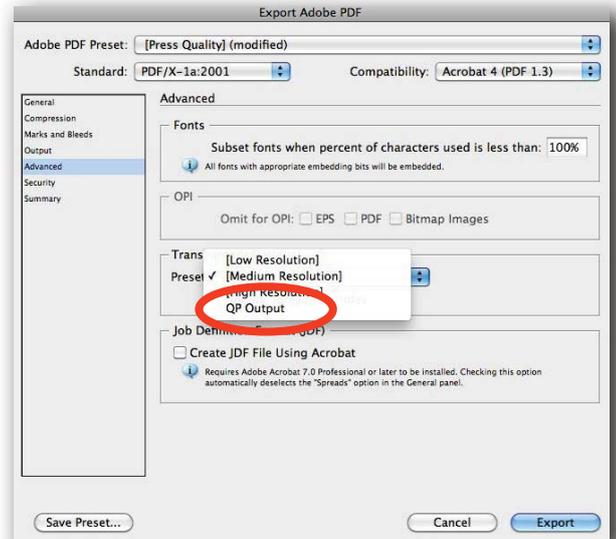
Transparency Flattener Preset  
click on Load...



QP Output Setting.



Apply this transparency setting when saving Postscript or exporting under Advanced menu.



## Image Resolution

Effective image resolution should be 300dpi. Low resolution images will produce undesirable results. QuickPrint will warn you if your advertisement has images that are less than 300dpi and will fault if any images are less than 260dpi. For obvious reasons QuickPrint will not be able to improve the resolution and you will have to go back to your original file and replace the images. Note: Having images at a higher resolution is unnecessary as this will not improve the image quality but will increase the file size.

### *Line Art Image Resolution*

Line art images must have an effective resolution not lesser than 600 dpi. The ideal resolution would be 1200 dpi.

### *Image Size Adjustments*

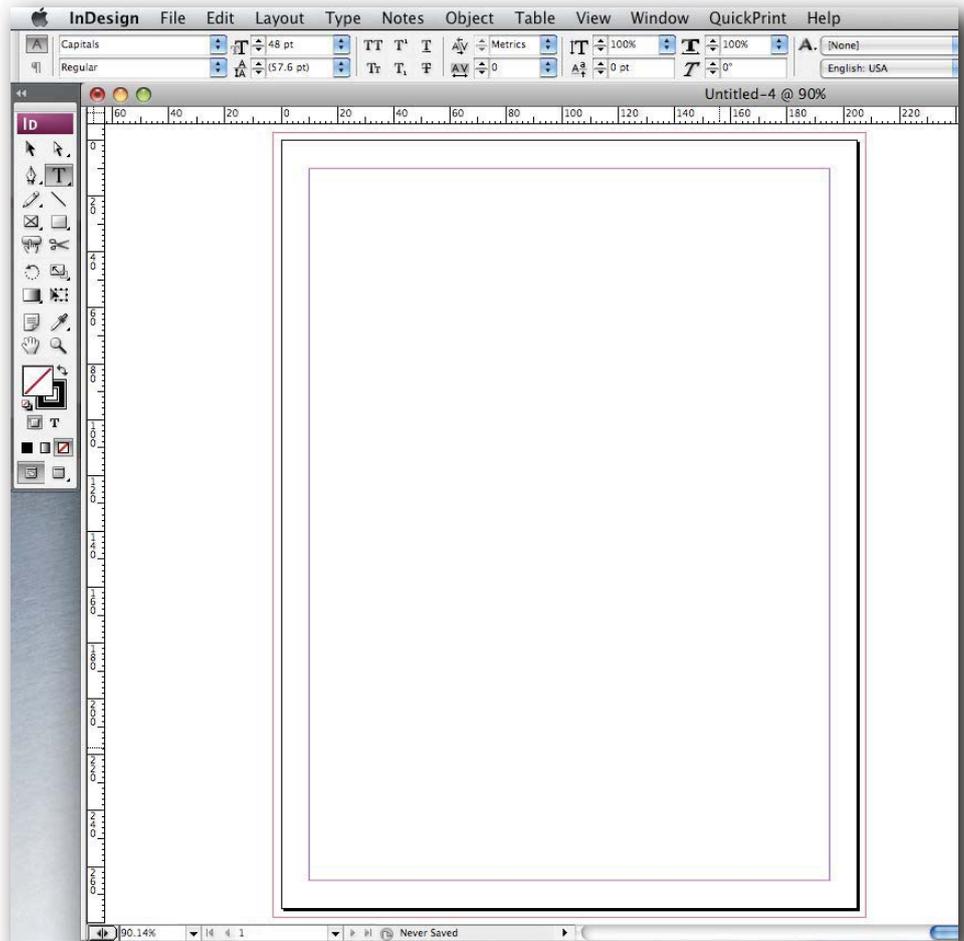
Enlarging or reducing images in a page layout will affect the resolution of your image. If your intending to manipulate the size of your image please use Adobe Photoshop. If the image enlargement is over 130%, we recommend that you scan the original.

## Creating A Layout With The Correct Bleed, Trim and Type Areas.

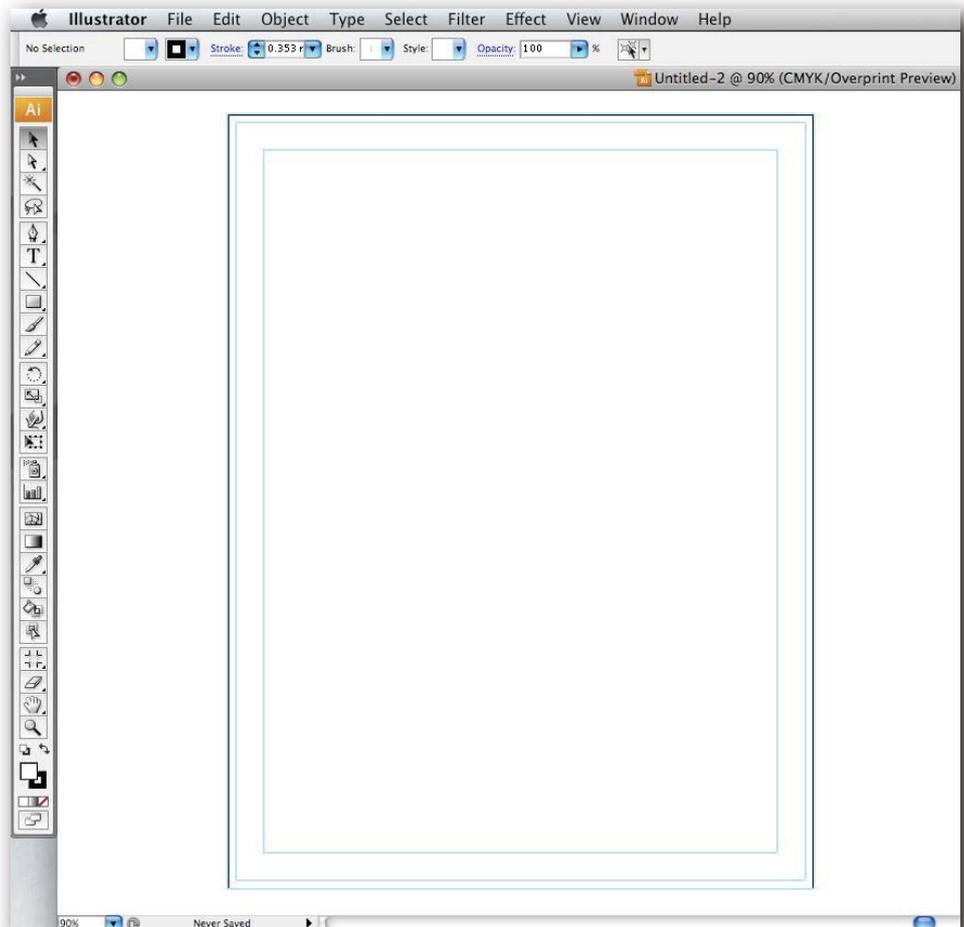
You can create your own page layout using the information as provided by your booking agency (File > New > Document) or you can use QuickPrint to do this from either Adobe InDesign or Illustrator. QuickPrint has the ability to automatically create advertising templates using the correct dimensions according to the SPH Magazines' specifications. This includes bleed, trim and type areas. If crop marks are required, QuickPrint will add these during the optimisation process.

QuickPrint will check that your file is the correct size. However you will need to manually correct the size if it is incorrect. QuickPrint will not allow a file that is incorrect in size to be transmitted to the publication.

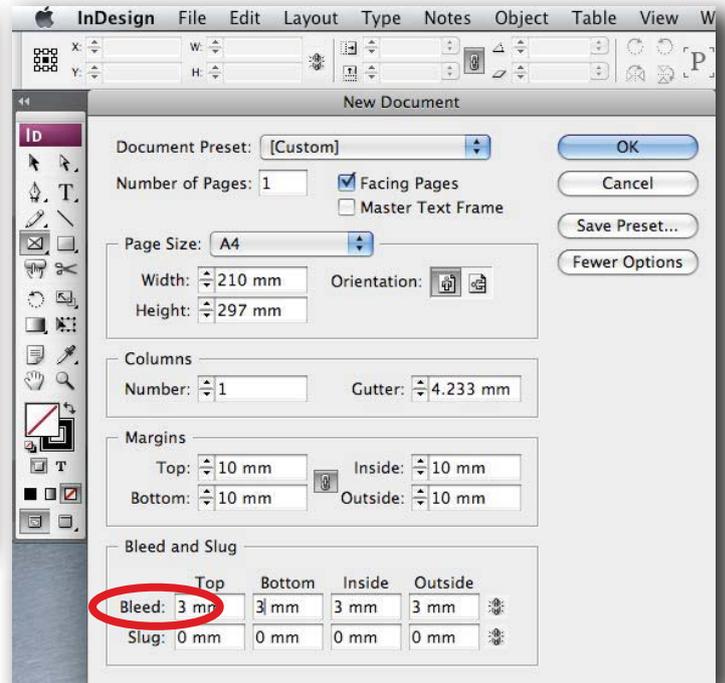
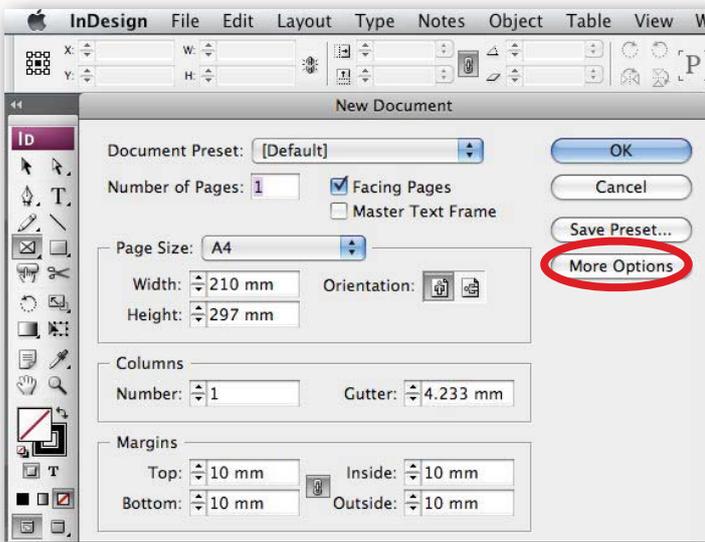
Advertisement template created in Adobe InDesign using QuickPrint. Automatically creates the correct bleed, trim and type areas



Advertisement template created in Adobe Illustrator using QuickPrint. Automatically creates the correct bleed, trim and type areas

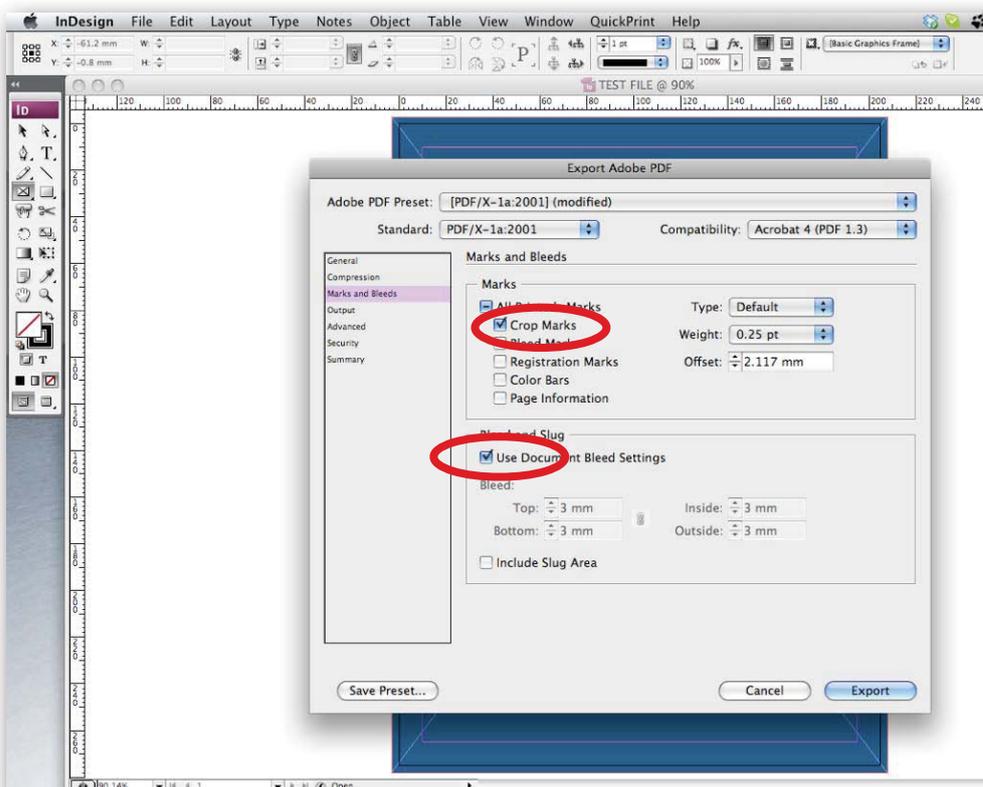


If you are creating your own template for an advertisement for SPH Magazines please add a 3mm bleed on all sides.



Go to File > New. Add in the correct page size (trim area) then go to More Options > Bleed and add in the correct bleed size

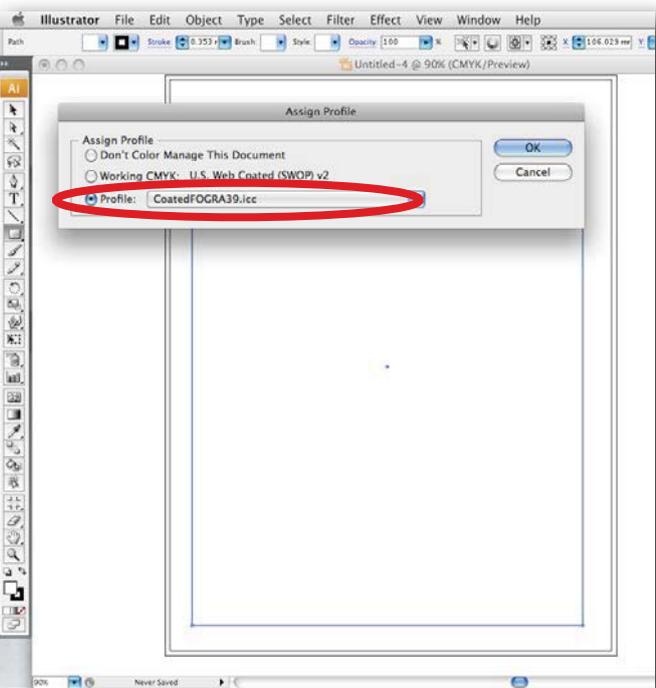
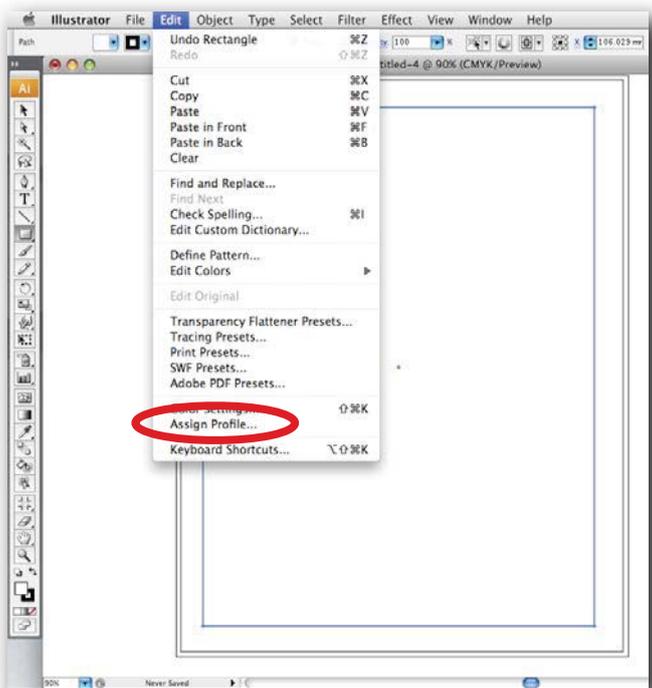
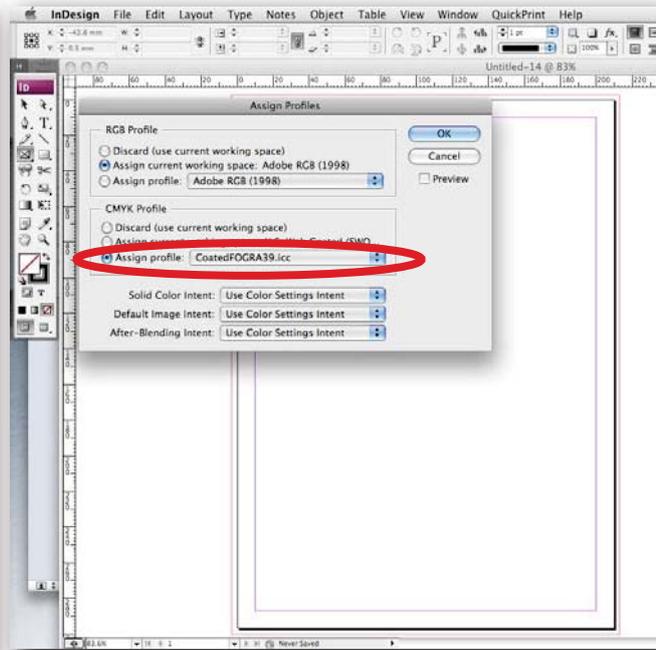
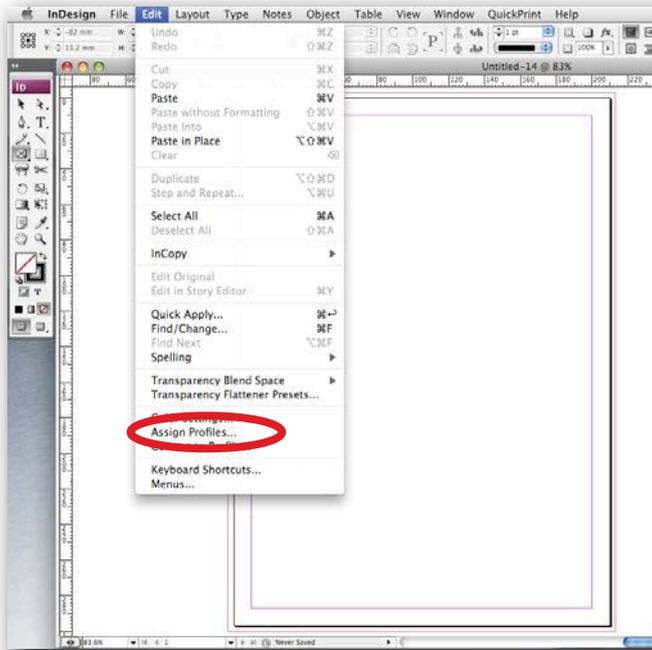
When the advertisement is completed, if you want to create your own PDF please ensure that crop marks and bleed settings are correct. However, if you are submitting your advertisement through QuickPrint and then PageStore please do not include either crop marks or bleed settings. QuickPrint will do this automatically.



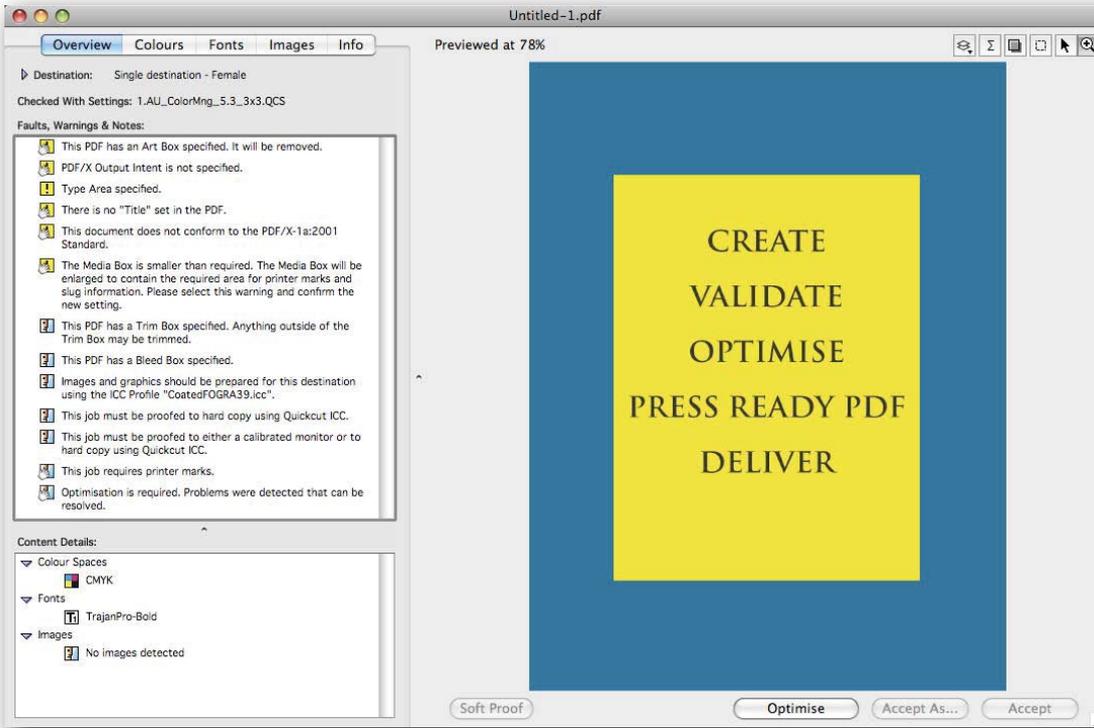
## Including Fogra 39 Profile

Your document should be prepared using the correct colour profile. For SPH Magazines this is Fogra 39.

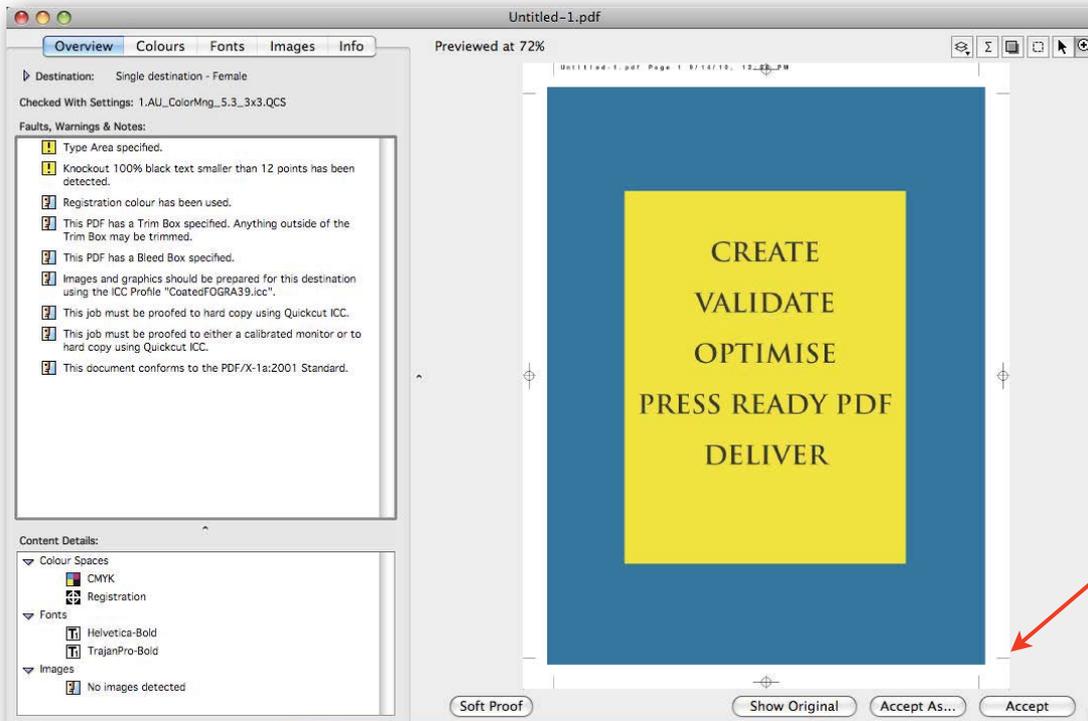
QuickPrint will automatically apply the correct profile when creating your document template, however if you need to do this manually go to Edit > Assign Profiles and then assign the correct profile



## File Optimisation



QuickPrint will optimise the advertisement for the specific publication it is going to.



Optimised file. As you can see below the correct crop marks are included in the final press ready pdf.

Crop Marks

## Gutter Allowance for Double Page Spread Advertisements

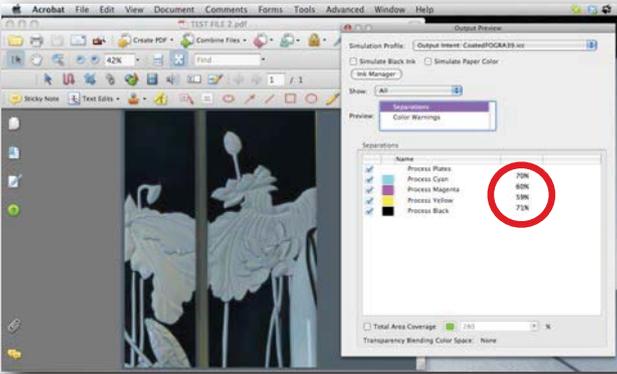
Double Image Gutter allowance needs to be included within the trim size of an advertisement only when the images are continuous over a spread. Double Image Gutter allowance compensates for the portion of an image hidden in the gutter of a perfect bound magazine and gives an illusion of a continuous image. To create Double Image Gutter allowance, a 5mm portion of image on the left side from the centre has to be repeated on the right side or vice versa, as shown below.



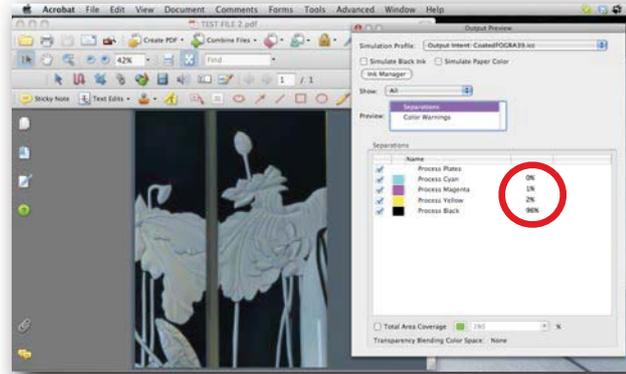
## Weak Black on Image

SPH Magazines do not accept weak black on image. This is where the % ink weight when broken down into CMYK is too low and therefore the image may appear washed out when printed.

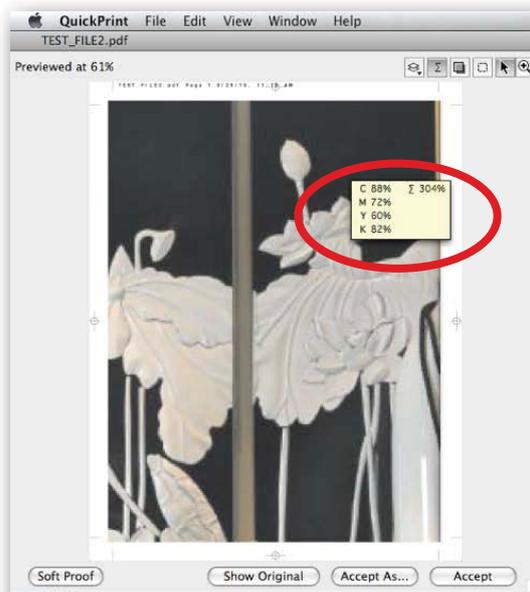
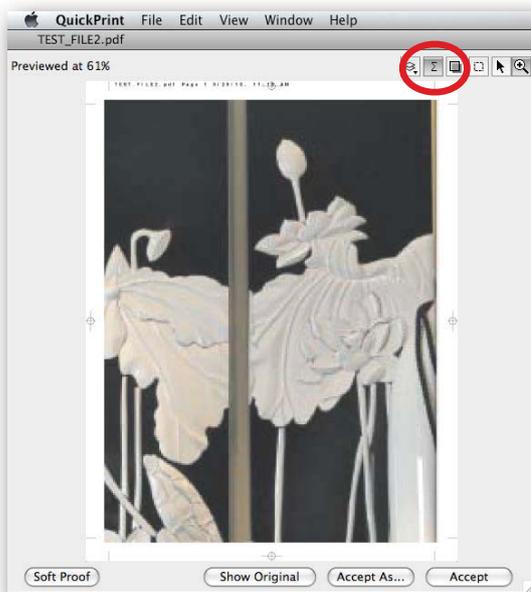
Example Correct Black



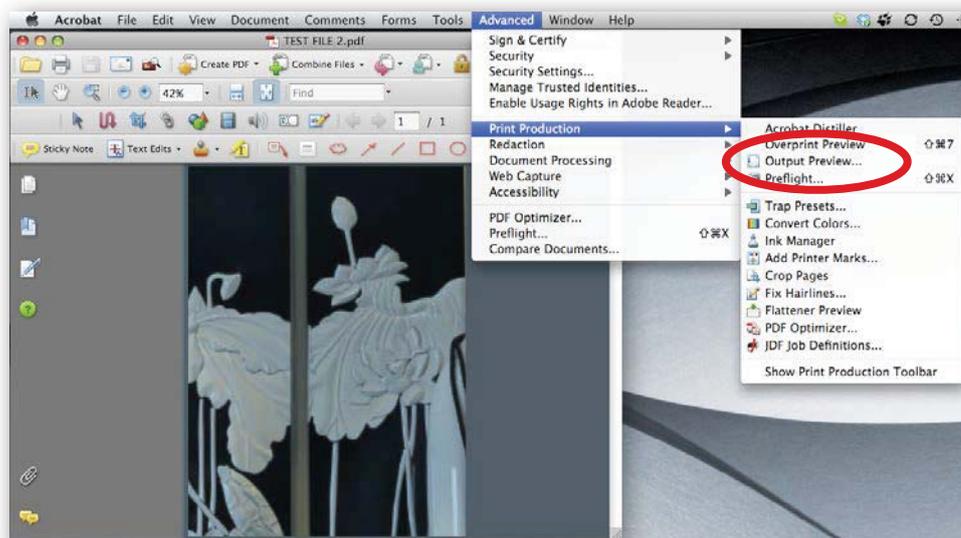
Example Weak Black



To check for weak black you firstly need to convert the image colour mode to CMYK. This is done in Adobe Photoshop. Go to Image > mode > RGB Colour. Then go back to Image > Mode > CMYK and then save the image as CMYK.



You can use QuickPrint to check the individual CMYK percentages: Select the ink weight measurement tool in QuickPrint and then place the tool over the area you want to measure. QuickPrint will give a complete breakdown of the CMYK percentages. If they are too low you will need to adjust the image in Photoshop.



You can also check the file in Adobe Acrobat Professional. Go to Advanced > Print Production > Output Preview

***For more information on QuickPrint, PageStore, QuickPrint Web, or any of the other Adstream Products, please contact:***

Adstream Singapore Pte Ltd  
1 Claymore Drive #02-03  
Singapore 229594

Phone: +65 6327 7255  
Fax: +65 6438 8249

[www.adstream.com](http://www.adstream.com)

**Gilbert Chee**

General Manager

+65 6327 7256 (DID)

+65 9170 1712 (M)

[gilbert.chee@adstream-sg.com](mailto:gilbert.chee@adstream-sg.com)