PRINT

ART SUBMISSION
Guide

Valassis®

Specifically for

COUPON BOOK (FSI)
DIRECT MAIL WRAP
FLYERS (INSERTS)
POSTCARDS

Keep in mind:

- To make this easy, review requirements
- Choose a product template
  - **Coupon Book (FSI)**
  - **Direct Mail Wrap**
  - **Dynamic Postcard**
  - **Flyers (Inserts)**
  - **Solo Direct Mail**
- Select a **pre-built ad** *(optional)*

Acrobat PDFx-1a files
are preferred to ensure your images are high resolution (granted they're high resolution to begin with, in your native application) and all fonts required are an embedded subset in the pdf.

Additionally, we accept files from these applications:
- Adobe Illustrator®
- Adobe Photoshop®
- Adobe InDesign®
- QuarkXPress®

Exception to supplying PDFx-1a files
If your ads are built with layers, we recommend you supply pdfs using Acrobat PDFx-1a. Be sure to select Compatibility modified to Acrobat 6 (PDF 1.5) and check the Create Acrobat Layers box. These settings create a layered pdf.

Before submitting your pdfs, we also recommend you open and visually inspect each using the **Output Preview tool** in Acrobat (not available in Acrobat Reader). Ensure all type intended to be black is 100% black only and that all intended colors are present. PDFx-1a supports cmyk and spot Pantone® colors.

The **Output Preview tool** in Acrobat lists all of the colors present in the pdf. Use this tool to verify all of the intended colors are in the document.

If spot plates are listed in the **Output Preview tool** and the document is intended to print cmyk only, please convert the spot plates to cmyk prior to submitting.

Use the **Output Preview tool** to verify all type and art intended to be black, do not contain any other colors. To do this, **deselect the Process Black channel.** If the type and art disappear, it is 100% black only.

Note: Photoshop is intended for photo manipulation; it's not recommended for typesetting. We recommend you place your Photoshop files into a page layout application, such as InDesign or Quark then typeset in either of these two applications. We do not accept files created in these applications: Microsoft PowerPoint, Microsoft Excel or Microsoft Word.

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May 31, 2019 3:58 PM
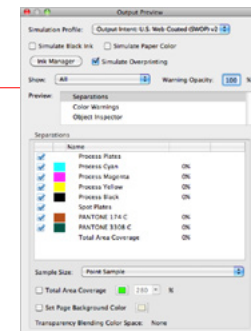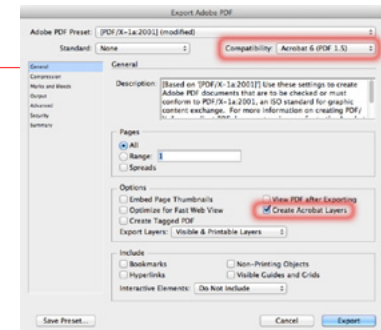
FONTS & TYPE

Supply all of the fonts used to create your ads. It's not necessary if you're supplying font-embedded pdfs.

Font styles

In QuarkXpress, do not use artificial styles from the measurements palette.

For example: if bold, italic, etc. are not part of the font family (i.e. Helvetica Bold) they cannot be used. The measurement palette can not serve as a substitute to create these font styles. Fonts must be used from the font list in order to prevent unexpected print results.

Improve print quality and readability. To avoid registration issues:

• All 8 pt. (or smaller), fine or thin type – should not be more than one process color

• Reverse/knockout type min size is 8 pt. bold font

• Black type should not contain any values in the cmy channels, unless the intended color is rich black; in which case the recommended values are C = 60%, M = 40%, Y = 40%, K = 100%

• All legal copy, indicias, and barcodes must be supplied at 100% black only (C = 0%, M = 0%, Y = 0%, K = 100%)

Use the **Output Preview tool** in Acrobat to verify all type and art intended to be black do not contain any other colors. To do this, deselect the **Process Black channel.** If the type and art disappear, it is 100% black only.

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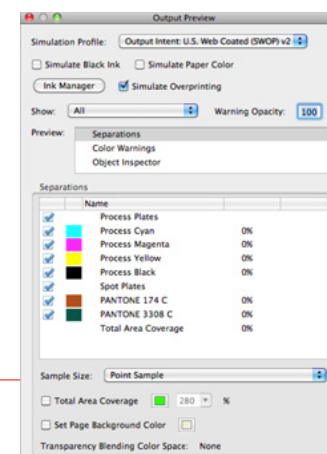
Supply all of the images and art used to create your ads. It's not necessary if you're supplying pdfs.

Important

Supply art in cmyk to minimize risk of undesirable color conversions

Color mode
- All images and art must be cmyk, except spot color items
- All spot colors should be from a Pantone swatch library
- Spot colors should not be cmyk or "mixed" from the color palette (i.e. C = 50%, M = 76%, Y = 34%, K = 10%)
- Black & white Photoshop line art images should be saved as 1-bit tiffs

Black & white ads

All images should be grayscale

4C process ads

All images and vector art should be saved as cmyk prior to being placed into the page layout application

4C process + spot colors ads

All images and vector art should be saved as cmyk, prior to being placed into the page layout application, except the items printing as spot colors

Resolution
- Minimum 300 dpi
- Total density of 280% with a maximum of 70% in the black plate

Accepted file formats
- eps
- psd
- tiff
- jpg
- 1-bit tiffs at least 600 dpi, no more than 1200 dpi

We do not accept gif images

Scaling
- For maximum quality, enlarge images in Photoshop

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TOTAL AREA COVERAGE / INK DENSITY

InDesign   Acrobat

Total Area Coverage (TAC), or ink density is the total combined % value of cmyk inks. This value cannot be higher than 280% anywhere within the artwork. TAC over 280% can be an issue in raster images, text or vector art.

Checking for high TAC

- InDesign: Separations preview with ink limit set at 280%, areas above 280% will appear red
- Acrobat: Output preview with TAC set at 280%, areas above 280% will appear green

Reducing high TAC in raster images

Using gray component replacement (GCR) in Photoshop:

1. Open image in Photoshop, convert it to rgb with image menu>mode
2. Go to edit>color settings, change the working spaces>cmyk drop-down menu to custom cmyk
3. In the custom cmyk window, change black generation to light and change total ink limit to 280%
4. Click ok twice, convert the image to cmyk then save file
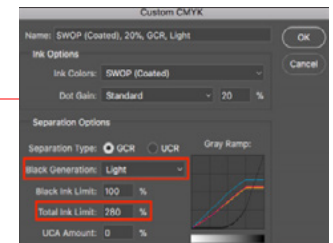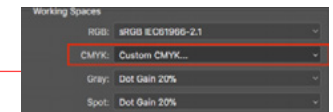
Reducing high TAC in text or vector objects

Using Illustrator or InDesign:

1. Open image in Illustrator or InDesign, select text or object
2. Adjust sliders in color palette so overall *total* equals 280% or less
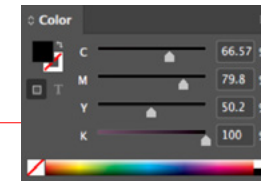
TROUBLESHOOTING

Replace link to lower TAC image:

1. Select image in InDesign
2. Right-click on image, select graphics in menu
3. Select image color settings

4. In image color settings window, set profile to use document default or U.S. web coated (SWOP)v2
5. Remake PDF

If your TAC is still over 280% after going through steps 1-5, continue to steps 6-8

6. Go to PDF export settings
7. In output tab, set destination to U.S. web coated (SWOP)v2
8. Remake PDF

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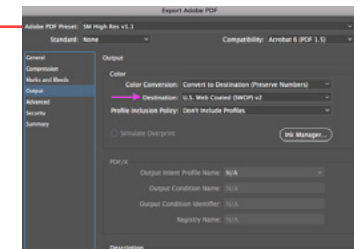
DOCUMENT SET UP

Valassis templates

- Templates for a variety of products can be downloaded from the print specifications page: valassis.com/resources/production-specs/print-specs   **Templates**

Bleed and type safety

- For bleed and type safety dimensions, please refer to each specific product template

Die cut and type safety

- The dieline is the trim, therefore the type safety is inside the dieline/trim
- For bleed and type safety dimensions, please refer to each specific product template

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4C process ads

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4C process + spot colors ads

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Dieline = Trim

Bleed

Diagram

Type safety

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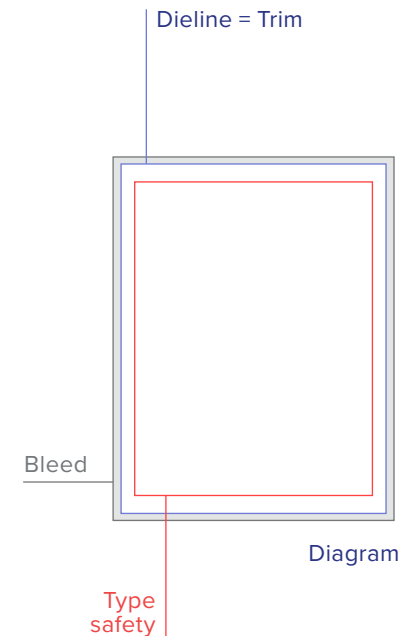
BLACK VERSION CHANGES

Supply all of the images and art used to create your ads.

It's not necessary if you're supplying PDFs.

Applications that support working with layers

If you are building the ad in a program that uses layers, such as InDesign, Illustrator or QuarkXpress, create your files with the following method:

- For common 4-color, place any images and all text that is common to all versions on a base layer named "common 4C"
- For all black versions, create a separate layer for each black version, in position to the common 4C base. For each black version, name the layer "black version 1", "black version 2", etc.

Applications that do not support layers

If you do not have a program that uses layers, such as an older version of QuarkXpress; create your files with the following method:

- For common 4C, any images and all text that are common to all versions should be built on the master page then add pages using that master page (one for each version) plus one page for just the common 4C
- For all black versions, all of the black version text should be built using 100% black only
- After all of the black version pages have been created, in position to the common 4C, remove the common 4C elements from all of the black version pages, so that only the black version text is showing

Diagram

Note: *When creating your black plate versions, it is critical that the black does not shift from its original position on the 4C plate. Blacks must align exactly in order to avoid unnecessary plate changes.*

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COUPON BOOK (FSI)

Three simple guidelines for fixed coupon locations

Apply to all fixed priced Coupon Book Ads

1. Coupon height for bottom or top coupon locations: 3 inches
2. Width for entire side or corner coupon locations: 3 inches
3. Coupon or coupon strips cannot exceed more than half the overall page size of your ad, due to backing ads in our cooperative inserts
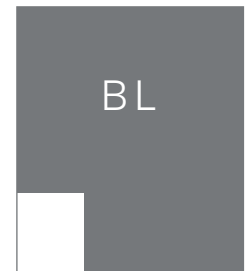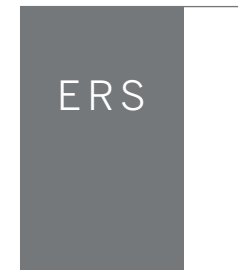
Fixed on single page ad only

BLR

BR

BL

Bottom left
or right

Bottom right

Bottom left

ELS

ERS

Half page only

ETB

Entire top or
bottom

Entire left side

Entire right side

Note: Consult your Valassis representative for pricing and information on the coupon locations not shown here

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Flexible coupon locations
If more than one coupon is indicated on a single page ad below, materials must be supplied for each position to qualify for flexible pricing.
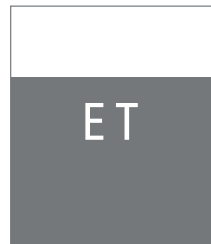
- Coupon height for bottom or top coupon locations: 3 inches
- Width for entire side or corner coupon locations: 3 inches
- Coupon or coupon strips cannot exceed more than half the overall page size of your ad, due to backing ads in our cooperative inserts
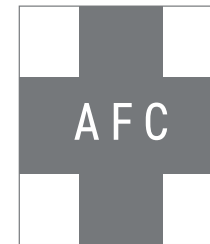
NC
No coupon

ETB
Entire top or bottom

ET
Entire top

TLR
Top left or right

BTL
Bottom left or top left

AFC
Any 4 corners

Half page only
BLR
Bottom left or right

TL
Top left

TR
Top right

TOB
Top left or bottom right
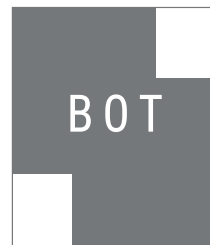
BOT
Bottom left or top right

BTR
Bottom right or top right

Half page only
ELR
Entire left or right

Note: Consult your Valassis representative for pricing and information on coupon locations not shown here

GUIDELINES

The coupon offer should be clear to:

- Retailer/cashier
- Consumer
- Retailer and manufacturer clearinghouses

Coupon sizes

Depending on page location contracted:

- 3" - 6"W
- 2.0625" - 2.5"H

Barcode size

- Pictured example shows a GS1 RSS data bar which is based on a formula of length, bar width and total characters

Note: For more information on the GS1 RSS data bars, go to www.gs1us.org

GS1 RSS Data Bars

Coupon inclusions

- Price or offer amount
- Manufacturer coupon and expiration date
- Product image
- If the coupon value is free, provide a maximum value

The coupon should

- Be validated against purchased items

Important barcode guidelines

- Print barcodes as 100% black on white background
- Do not truncate or reduce the code (may cause scanning errors)

Diagram

| MANUFACTURER'S COUPON | EXPIRES 00/00/00 |

Save $1.00
on any Clearex Shine cleaning formula

48oz. size only

Retailer: Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue et dolore te feugait nulla

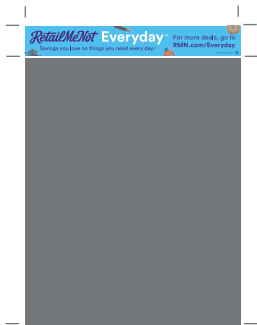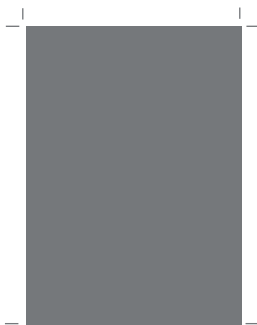**Ad dimensions**
Maximum image area –
no bleed on ads

- Covers: 6.75" (6 3/4")W x 9.3125" (9 5/16")H
- Half Page: 6.75" (6 3/4")W x 4.9375" (4 15/16")H
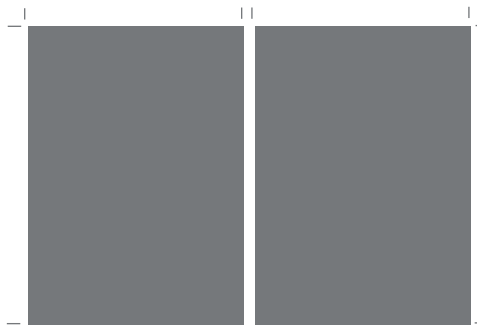- Super Page: 6.75" (6 3/4")W x 10"H
- Bleed Spread: 6.75" (6 3/4")W x 10"H

The *RetailMeNot Everyday* banner is .9375" (15/16) and extends across the top of the cover only

Front & back cover

Super page

Bleed spread

*Two separate ads that face each
other and appear to bleed at the spine*

Perfect spread

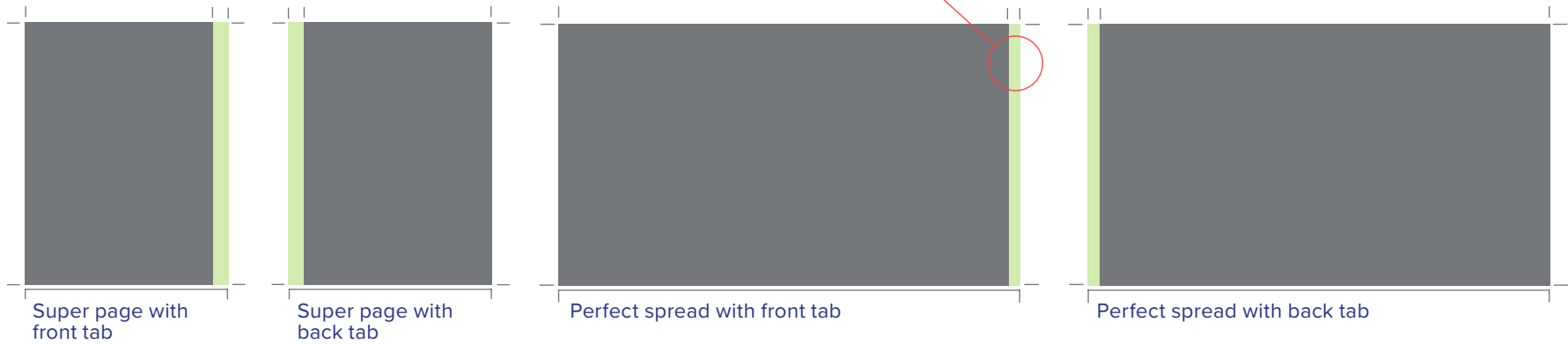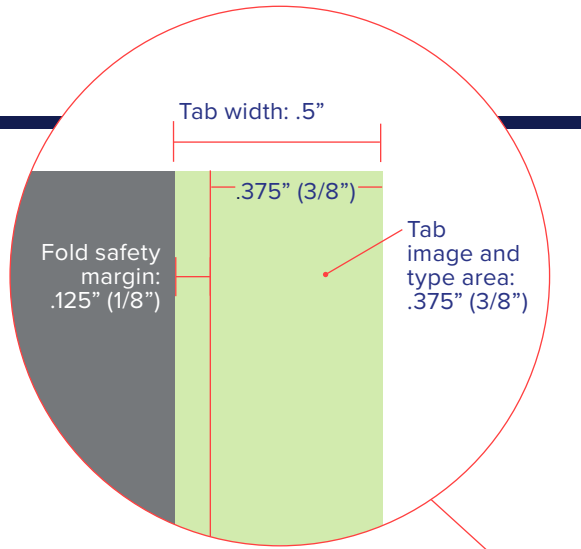*An ad that extends across two pages
(i.e., a double page) with no gutter*

Half page

COUPON BOOK (FSI)

Tab dimensions

- Tab width: .5" (1/2")
- Fold safety margin: .125" (1/8") may contain color, but no type or images in this area

Tab width: .5"

.375" (3/8")

Fold safety margin: .125" (1/8")

Tab image and type area: .375" (3/8")

Super page with front tab

Super page with back tab

Perfect spread with front tab

Perfect spread with back tab

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UPLOAD ARTWORK

We've created a simple, easy to use Central File Upload process to quickly submit your graphic files. Depending on your needs, you may:

- Access our secure Mass Transit upload page
- Access our ftp account information

Mass Transit   FTP

We're here to help. If we can be of any further assistance, please contact your Valassis representative.

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