



Digital Proof Guidelines for Offset and Gravure

For maximum print quality, Quad/Graphics recommends that digital color proofs of final composite files be submitted for each page. These proofs must be made from the final page files. Proofs that comply with industry standards ensure that we can reliably and confidently reproduce a quality visual match with your images on press. Pages supplied without contract proofs will be printed using industry standard practices for color reproduction on press.

PROOF STANDARDS

Quad/Graphics supports industry standard color characterizations for prepress proofing: CGATS TR001, TR003 (SWOP 2006_Coated3), TR005 (SWOP2006_Coated5) and TR006 (Gracol2006_Coated1).

Our standard operating procedure is to verify compliance to the respective standard BEFORE prepress work begins because accurate color reproduction may NOT be achievable on press if proofs are not made to the correct specification.

When using non-Quad/Graphics prepress proofing, we request that clients submit a QuadCal_Visualizer.tif and the QuadChart.tif (both available at QG.com) on the proofing format and stock that represents live prepress production. This allows our prepress experts to numerically and visually assess correlation to industry standards and Quad/Graphics' press color capabilities. With this information, we are able to understand and predict the degree of success our press room will have matching the supplied proof.

We will provide a QG Proof Report showing a proof's compliance to the SWOP/IDEAlliance 2006+ Certified Proofing Systems and/or characterization data.

QUAD COLOR CONTROL BAR

A color control bar must be used on every off-press proof. Control bars contain Primary Solids as well 25%, 50% and 75% tints of primary solids and two-color overprints.

We request our customers to utilize the downloadable Quad Color Control Bar at www.qg.com/imaging_specifications.asp. Scroll to "Custom Color Control Bar and Aimpoints."

The aimpoint characteristics are divided into three categories: Grade 1 (GRACoL), Grade 3 (Comm) and Grade 5 (Pub). Please use your best judgement on which aimpoints to use by looking at the white point L*a*b* values and selecting the one that best matches your setup.

OTHER GUIDELINES

To ensure that color decisions during prepress production are based on accurate representations of the contents of electronic files, please follow these general guidelines:

- First time clients should provide materials as soon as possible before the press date so we can analyze and verify proof compliance against its standard. The prep provider may need extra time if adjustments are necessary for compliance.

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- If your job contains spot colors, contact your Quad ISR to submit test files prior to actual production.
- Late changes require resubmission of final composite files and laser proofs. If this is not possible, please contact your Quad/Imaging ISR to discuss alternatives, pricing, etc.
- Supplied contract proofs should be produced on a substrate visually similar to the production stock. Failure to do so may result in inaccurate measurement verification and color reproduction issues on press.
- Waiving contract proofs means we will run press reproduction in accordance to the accepted quality print parameters used within the Commercial printing industry. These print parameters are defined by Density, Dot Gain, Trap and Print Contrast.
- Digital color proofs must be accompanied by a label sheet specifying the type of proofing device

used, the appropriate file identification, and the name and phone number of a contact person.

- In addition to supplying digital proofs for color, please provide a position proof for verification of content and position on press. It may be as simple as a photocopy of the color proof, but it must be legible and have a legible signature of approval.

NOTE: If you need support setting up your proofing device with the downloaded specs, please consult with your proof RIP manufacturer. If the QG Proof Report indicates non-compliance of a submitted proof, please refer to the QG Proof Report User Guide on QG.com to assist in understanding the report information and aid troubleshooting. The User Guide is located at www.QG.com/imaging_specifications.asp.

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