Magazines Canada

dMACS

DIGITAL MAGAZINE ADVERTISING CANADIAN SPECIFICATIONS

Version 5.3
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This document summarizes submission requirements for magazine ads and reviews the relevant design considerations, digital file submission protocols, contract colour proofing and ink and paper specifications. This document has been developed by Magazines Canada's Technical Standards Committee (TSC) and resides at:

magazinescanada.ca/advertising/production/dmacs_specifications

1a. This document relates to high-speed, heat-set, web offset lithographic printing processes used in magazine/newspaper printing.

1b. This document is only a summary of ad submission requirements. Users are encouraged to contact individual publishers for more specific information, such as unit sizes and availability of non-process colours.

DESIGN CONSIDERATIONS

Proper file design is essential to avoiding costly delays and revisions during production. Detailed design information for magazine print production is available in the Magazines Canada sponsored guide "Look Like a Hero", which can be found at looklikeahero.com

2a. Document sizes should be set to the trim size of the ad.

2b. Live or Safety area (critical printing elements) should be kept to a minimum of 1/4" inside the trim.

2c. Marks should be included and offset at least 1/8" (4mm) from trim area.

2d. Bleeding elements should extend a minimum of 1/8" beyond the ad trim size.

2e. Running type or images through the gutter of a double page spread is STRONGLY discouraged. Folding and trimming are subject to variation. Publishers are NOT responsible for line-up of type or images running through the gutter on spreads or on single pages adjacent to inserts. Allow for proper gutter safety:

Saddle-stitched spreads - 1/8" gutter safety

Perfect bound spreads - 1/4" gutter safety

2f. Minimum tint values for print should maintain a 3% dot.

2g. Two-colour solid overprints larger than 3mm square should have one of the colours screened to a maximum of 70% to optimize wet ink trapping. Maximum screened value of any one colour should not exceed 85%, unless it becomes a solid colour (to avoid mottling in areas of flat tint colour).

2h. Small type and thin lines should be kept to one colour to avoid registration problems. All coloured type should be reproduced with the minimum of colours

2i. Reversed lettering should be reproduced in a minimum of colours. Avoid small sizes (under 8 pt.) or light type faces. Fine serifs and thin lines, if used, should be restricted to one colour. Background tints of not more than 30% where type is surprinted, and not less than 70% where type is reversed, are recommended to ensure legibility.

2j. Undercolour Removal (UCR), if used, should see that the total area coverage in the darkest areas does not exceed 300% for four-colour work.

2k. Grey Component Replacement (GCR), if used, should not exceed 75%.

2l. Any unpaid special or spot colours should be converted to process colour before final material is created, keeping in mind that often Pantone Matching System® (PMS) colours cannot be matched exactly using four-colour process inks.

DIGITAL FILE SUBMISSIONS

Consultation with the publisher/printer is essential to determine the suitability of the submission. Costs incurred from problematic files are the responsibility of the file provider.

3a. PDF/X-1a:2001 is endorsed by Magazines Canada and accredited through ISO 15930-1 as a digital format for complete digital exchange with embedded fonts and graphics. It has requirements that enable blind transfer for print production making it suitable for advertising submissions. Use of PDF/X-1a:2001 is highly encouraged.

3b. It is imperative that appropriate software be used when creating compliant PDF/X-1a:2001 files.

To download concise illustrated instructions for creating Magazines Canada approved PDF/X-1a:2001files, please see:
magazinescanada.ca/advertising/production/tools/pdftips

3c. Generic PDF files, properly created using specific job options, may be accepted with prior approval of the publisher/printer.

3d. PDF/X-3 files can contain colour profiles and are not acceptable for ad submissions.

3e. Due to the variable nature of application (native) files or PostScript files, these file types are generally not accepted and should only be used when agreed upon by the receiving publisher/printer.

3f. File compression should not be used unless agreed upon by both the sender and receiver. If employed, only lossless compression (non-JPEG) is recommended.

3g. Files should be sent electronically with automatic preflighting via Magazines Canada AdDirect whenever possible. FTP or email may be used after prior consultation with the publisher/printer.

dMACS Overview

Digital Files:	PDF/X-1a:2001
Live or Safety Area:	Minimum of 1/4" inside trim 1/8" gutter for saddle-stitched spreads 1/4" gutter for perfect bound spreads
Bleed Area:	Minimum of 1/8" beyond trim Ensure crop marks are NOT in the bleed area
Proofs (if required):	SWOP certified proofs, from the final file
Colour Control Bar:	IDEAlliance ISO 12647-7 Digital Control Strip 2009
Stock & Inks:	Matching values from ISO 12647-2 and tolerances as per ISO 2846-1
UCR:	300% maximum
GCR:	75% maximum
Screen Ruling:	133 lpi or 150 lpi
Trapping:	.0017" or .125 pt

PROOFING AND PRINTING

4a. Magazines Canada follows industry standard SWOP Specifications for contract colour proofs. If a contract colour proof is required, proofing MUST be done with SWOP certified systems and in accordance with the SWOP Specifications 2007 for #3 Grade or #5 Grade Coated stocks. For information and specifications of SWOP certified systems, please see swop.org/certification/systemList.asp

4b. A colour control bar MUST be present on ALL submitted proofs. To download the dMACS supported IDEAlliance ISO 12647-7 Digital Control Strip 2009, please see:
magazinescanada.ca/advertising/production/tools/colourbar

4c. Inks must be used that conform in colour to ISO 2846-1 and should include a Certificate of Analysis.

Additional data is available at swop.org

PROOFING to SWOP				
#3 Coated Sheet				
	L*	a*	b*	ΔE*ab
Stock	93	0	0	N/A
K	20	0	0	5
C	55	-36	-44	5
M	46	70	-3	5
Y	84	-5	88	5
#5 Coated Sheet				
Stock	90	0	4	N/A
K	31	1	2	5
C	59	-27	-36	5
M	52	57	2	5
Y	86	-3	77	5

PRINTING to SWOP			
Web Offset			
	Solid Ink Density	TVI (Dot Gain)	TVI Tolerance
K	1.60	22%	± 4%
C	1.30	20%	± 4%
M	1.40	20%	± 4%
Y	1.00	18%	± 4%

4d. Paper shades can vary. A proof made on one paper shade may not match a press sheet on another paper.

4e. The many variables involved in a typical printing process make it impossible for even the most skilled printers to exactly match a prepress proof.

MAGAZINES CANADA RESOURCES

dMACS
magazinescanada.ca/advertising/production/dmacs_specifications

"Look Like a Hero" Print Production Guide
looklikeahero.com

How to Make a Bullet-Proof PDF
magazinescanada.ca/advertising/production/tools/pdftips

Colour Control Bar
magazinescanada.ca/advertising/production/tools/colourbar

Magazines Canada AdDirect Ad Portal
addirect.sendmyad.com

OTHER RESOURCES

The following list of resources should not be considered an endorsement from Magazines Canada.

GENERAL INTEREST
cip4.org
ddap.org
disc-info.org
gwg.org
ipa.org
npes.org
printtools.com
prismstandard.org

PDF/X-1(a):2001
adobe.com
apagoinc.com
callassoftware.com
enfocus.com
planetpdf.com

STANDARDS & SPECIFICATIONS
idealliance.org
iso.org
swop.org

Magazines Canada
magazinescanada.ca

Magazines Canada AdDirect™ Upload.Check.Send
addirect.sendmyad.com