

Technical Specifications Guide

For the creation of files for Transcontinental Ross-Ellis

This guide will permit you to supply files in conformity with the standards of Ross-Ellis

In order to process your project, it is essential to supply us with files that conform to the specifications outlined in this document.

In case of any additional questions, we are at your disposal.

We prefer working with final PDF files, but we also accept natives files for any complex artworks.

****Important Note:** Extra fees may apply, for any files that doesn't comply to Ross-Ellis standards.

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Software to use

For page layout: Adobe InDesign, QuarkXPress

For vector elements: Adobe Illustrator

For raster (pixels, images) elements: Adobe Photoshop

(All software must be in CMYK mode)

Images

Color mode: CMYK - All images in RGB, LAB, ICC or other, must be converted to CMYK.

(*We recommend using a "Gracol" Profile for any RGB to CMYK conversion)

Resolution Images: minimum of 200 dpi, ideally 300 dpi (in final printed format).

Resolution Bitmap: minimum of 600 dpi, ideally 1200 dpi (in final printed format)

Maximum ink saturation : coated paper : 320%, Uncoated paper : 300%

Compression: If you are compressing images, choose the maximum quality possible in order to avoid damaging the rendering of the image.

Colours

Pantones: Do not rename Pantone colours. Use their original names. Ensure that the final document contains only the colours to be printed. Any Pantones not to be printed as a Spot Colour should be converted to colour process (CMYK).

Dieline: Never use the "dieline" colour for elements to be printed. Likewise, never use the colour for Perforation, Personnalisation, Embossing for elements to be printed. Instead, create a new colour swatch. In a case where one of these special colours is used...Please make sure that they are set to "Overprint" and that they are 100% solid.

Fonts

Font and rule size

Due to certain common constraints in printing, please take note of the following **minimum sizes**:

- Font for normal printing : **5 points**
- Font for reverse printing : **6 points**
- Font for reverse printing in 4 colour process : **6.5 points**
- A dash, a line or a rule for normal printing : **0.25 point**
- A dash, a line or a rule for reverse printing in 4 colour process : **1 point**

Page Layout

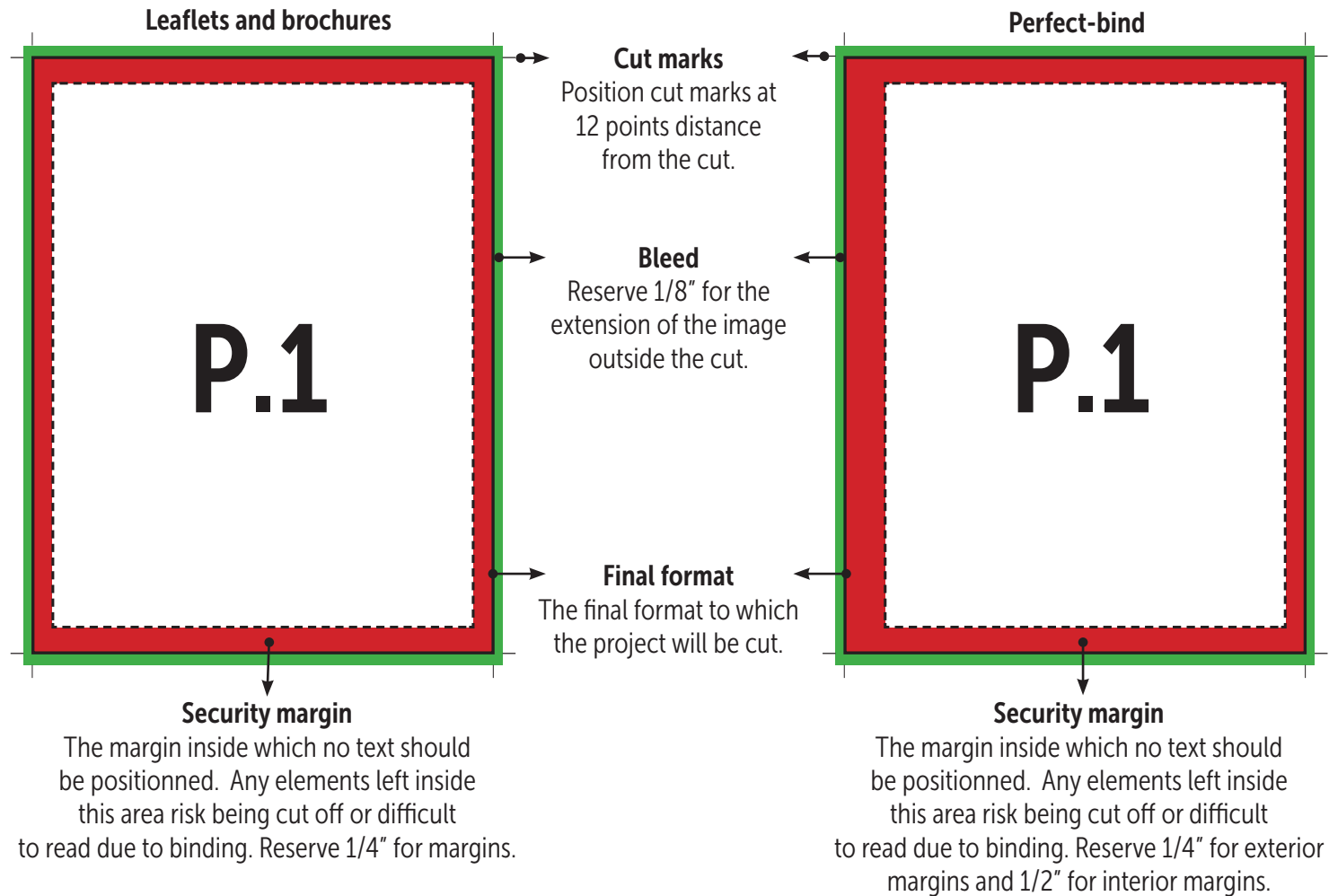
It is always preferable to use a software designed for page layout such as Adobe InDesign to build your projects. Do not use Photoshop for page layout if your project contains vectoral elements such as fonts or logos, because they will become pixelated (rasterised).

Always work in CMYK mode in your software.

Don't forget to respect the safety margins as well as bleeds (0.25").

Once your document is complete, create a "Package" (InDesign) or a "Collect for Output" (QuarkXPress) in order to assemble all the necessary elements for our prepress department; Documents, Links and Fonts.

Page Layout (cont'd)



Perfect Bound (Crossover Images)

In a book or a brochure, when an image spans across the left and right pages, passing through the center fold. In case of a project that is "Perfect Bound", it is essential to compensate the pages according to their position in the book, by pushing images away from the spine.

Here is an example of a 128 page + Cover:

| | |
|--|--------------------------------|
| (C2-p.1), (p2-p3), (p126-p127) and (p128-C3) | compensation of 0.25" |
| (p4-p5) to (p124-p125) | compensation of 0.1875" |
| (p6-p7) to (p122-p123) | compensation of 0.125" |
| from (p8-p9) to (p120-p121) | compensation of 0.0625" |

Only compensate for images that span the left and right sides. Otherwise, no compensation is required.

Files to supply us

PDFs: You may supply high-resolution PDF's, with bleed, cut marks at 0.25" from the cut line, without trapping and with all the fonts "embedded"

Native Files : You can also supply us with InDesign files, as long as all elements are included: images, logos, fonts etc. and all compressed in a ".Zip" or ".Sitx" file.

For any additional technical questions, please contact us:

Monday to Friday, 8am to 4pm (EST). – **François Charron:** 514 861-2411 #3351