

Dear Sir or Madam,

The increase in digitalisation requires stricter requirements of the data material supplied. This applies specifically to the increasing number of software vendors and the types of files they deploy. We therefore compiled a comprehensive summary of key points to be considered. The next couple of pages summarise the relevant details into a concise description of how data should be supplied.

Prepress aims for a specialised PDF workflow, i.e., to prevent extra charges, the data we receive should comply with the Data Delivery Guidelines published by our printers. If in doubt, contact our Data Delivery Team who will help you with any problems. To find our technical data delivery guidelines, go to the Prepress download area at [WWW.GGP-MEDIA.DE/DATENHANDLING](http://WWW.GGP-MEDIA.DE/DATENHANDLING) and check for the information you need to properly prepare your data.

Address your questions or suggestions to Ingolf Fritzsche or Mario Deneken (see footer for contact details).

Please provide us with PDF files which are ready for further processing with regard to contents. If other designs (envelopes) are included please also send us the layout details and the links used (fonts, images). Production data must be complete and organised in the correct page order of pages.

Key data	<ul style="list-style-type: none"><li>- Crop marks with a 12 pt offset and a 5 mm bleed,</li><li>- Composite data,</li><li>- Trim page to be provided as portrait orientation centred on a mount,</li><li>- Spreading and trapping to be included in the production data.</li></ul>
Contract proof	<ul style="list-style-type: none"><li>- Included proof to comply with standard ISO 12647-2:2004.</li><li>- The FOGRA colour bar should be added to every proof as a means of control (see reproduction guidelines).</li></ul>
Colour spaces	<ul style="list-style-type: none"><li>- Colour modes: CMYK for colour images,</li><li>- Greyscale for b/w images,</li><li>- Bitmap for line artwork,</li><li>- Special colours to be from the Pantone or HKS colour charts.</li></ul>
Resolution	<ul style="list-style-type: none"><li>- Data to be provided at a resolution of at least 300 dpi; please use 2540 dpi for CopyDot data.</li></ul>
Tonal reproduction	<ul style="list-style-type: none"><li>- Depending on the paper and print, tonal values are reproduced between 2% (just about printing) and 98% (still open). Technically mounted backgrounds to have at least 5% coverage!</li></ul>
Fonts	<ul style="list-style-type: none"><li>- All fonts to be fully embedded in the document (no subgroups).</li><li>- With open data documents, it is critical that we are provided with all fonts used in the document.</li></ul>
PS creation	<ul style="list-style-type: none"><li>- PS data setup should refer to the up-to-date printer description file, GGP-Media.ppd.</li></ul>
PDF creation	<ul style="list-style-type: none"><li>- Settings of Distiller releases 4.x to 7.x are available for download from <a href="http://www.ggp-media.de">www.ggp-media.de</a>.</li></ul>
PDF verification	<ul style="list-style-type: none"><li>- Use most recent release of Enfocus PitStop Server PreflightCheck or Asura supplied by OneVision.</li></ul>
Revision/proof documents	<ul style="list-style-type: none"><li>- Produce revision-level colour printouts from the same data you are sending us for production.</li></ul>

Standards-based offset printing guideline information and conditions:

Printing conditions:

DIN ISO12647-2:2004

Printing inks:

DIN ISO 2846

- Screen rulings: For natural papers we use a 54 screen by default  
 For coated paper we use a 70 standard screen (for sheet-fed offset printing) but 60 and 80 screens are also supported.

□ Paper types, characteristics/ICC profiles and total tone value limits:

Paper types	ICC-profiles	Characteristics	Total tone value limits
Paper type 1/2 sheet-fed printing	ISO coated_v2_eci. icc	FOGRA 39L	330% (glossy coat, white, woodfree, 115g/m <sup>2</sup> )
PPaper type 1/2 web-fed printing	ISO coated_v2_300_eci. icc	FOGRA 39L	300% (matt coat, white, woodfree, 115g/m <sup>2</sup> )
Paper type 3	ISO webcoated. icc	FOGRA 28L	300% (glossy coat, LWC, 65g/m <sup>2</sup> )
Paper type 4	ISO uncoated. icc	FOGRA 29L	320% (not coated, white, offset, 115g/m <sup>2</sup> )
Paper type 5	ISO uncoated yellowish. icc	FOGRA 30L	320% (not coated, yellowish, offset, 115g/m <sup>2</sup> )
Paper type SC	SC_paper_eci. icc	FOGRA 40L	270% (supercalendered)

- GGP-internal handling of the provided contract proof  
 FOGRA colour bar V 2.0a CMYK now gives us a unique chance of checking customer-provided digital proofs. This enables the publisher, the repro agency and GGP Media to ensure a reliable transfer through the entire process of production from first receiving the data through to final printing. Contract proofs not showing a colour bar force us to make a matching counter proof. The responsible account manager is notified if our contract counter proof differs from the customer-provided proof.
- GGP-internal handling of the provided contract proof  
 FOGRA colour bar V 2.0a CMYK now gives us a unique chance of checking customer-provided digital proofs. This enables the publisher, the repro agency and GGP-Media to ensure high reliability of the entire process of production from first receiving the data through to final printing. Contract proofs not showing a colour bar force us to make a matching counter proof. The responsible account manager is notified if our contract counter proof differs from the customer-provided proof.
- Ugra/FOGRA colour bar CMYK tolerances compared
  - Mean Delta E Lab of all fields: 3 (instead of 4)
  - Maximum Delta E Lab of primary colours: 5 (as before)
  - Mean Delta H of CMY grey fields: 1.5 (new)
  - Maximum Delta E Lab of all fields: 6 (instead of 10)
  - Maximum Delta H of primary colours: 2.5 (new)
  - Delta E Lab of carrier material: 3 (as before)

## **ONE OF THE KEY OBJECTIVES OF THE STANDARDS IS TO PROVIDE A PLAIN DEFINITION OF RESONSIBILITIES AND INTERFACES.**

The customer is responsible for the correct contents of plots and customer-provided data. The data producer and supplier is solely responsible for correct GGP Media standard-compliant preparation of data presentations, i.e. the making of data "ready for printing". We are unable to warrant correct further processing if we have no proofs.

## **GGP MEDIA IS RESPONSIBLE FOR THE CORRECT DATA USE AND FURTHER PROCESSING.**

Every order is checked by two different people according to the "four eyes principle". Consequently, data is first checked by the person creating it and exposed to an output verification test at the customer's, then, when GGP Media start processing the data, it is checked against specified parameters (resolution of images, colours, availability of complete set of fonts, etc). Standard testing routines should be regarded as minimum requirements. The client and their service providers are responsible for any controls in excess of these requirements.

## **DATA OUTPUT VERIFICATION TEST AT CUSTOMER'S OR SERVICE PROVIDER'S**

Before transferring the data, the person or entity creating it must match the data against our set of parameters as detailed on page Specification Summary. Test logs and results are included in the package delivered to us with the data. Data media must have a unique label on them that will ensure traceability. Unique labels include CD-ROMs with the customer's company logo or other unmistakable signs on them or data media carrying the sender's personal signature. Every data medium should include a printed table of contents.

GGP Media reserve the right of verifying the processability of the data under quality and technical aspects. The printouts and/or proofs must be made from the data on the original data media. All printouts and proofs to be included in the package sent to us. Failure to include an up-to-date printout in the data package will make it impossible for us to check proper reproduction prior to starting with plate exposure. We will not warrant the result of data conversions of customer-provided data. Data media will be returned upon the customer's request and at their expense only.

## **INCOMING DATA VERIFICATION OF CUSTOMER-PROVIDED DATA**

Processability of data will be checked under technical aspects. This is to help us detect problems before starting with plate exposure which will give us a chance of making necessary corrections or of requesting redelivery before any damage is done. Make sure that overprint and strike-out functions are correctly set up and used (i.e., black text must be created as 100% black in overprint mode). Apart from verifying that data processing is technically possible, the printer's shall be obliged to check the order of pages as well as the document's date/revision level and that it is complete. The contents of documents will be checked only if directly agreed with the customer. The customer will be immediately informed of any discrepancies.

Data media    CD-ROM/DVD or zip tapes up to 750 MB

ISDN Mac    Angelo    0049 36 47 44 70 (max. 30 channels)

Guest access to FTP                      ggp-server.ggp-media.de  
User:    guest  
Passwort:                                      \_\_\_\_\_

Users should access our server as guests only if they have not been assigned their own account yet. Assuming there will be further common objects we will handle together you should contact your account executive to have the required user names and passwords sent to you.

## NAMING CONVENTION

Multi-page documents are divided up into logical units (e.g. chapters, cover, end sheets, etc.) and assigned names according to the following convention:

Cover\_A.qxd  
0001\_0025\_CH.pdf  
0001\_0150\_D.pdf

Page numbers are four-digit numerals including leading zeros. If a document will be printed in different languages, the language is suffixed to the page number (e.g. D, A, CH). This rule also applies to cases where publishers are changed. Please do not use any special characters or white spaces (Unix-conforming). This naming convention applies to documents of all types.

Before transferring any data, please contact your object agent and tell them the name of the folder(s) you will be transferring. We are sorry to say that we will be unable to verify or process any unsolicited data. Prior to being sent any press-ready production data, we must have the option of testing a couple of pages which should contain all properties of your publication which are relevant to production (bleed, illustrations, special colours, etc.). To be able to make an accurate assessment, we need revision and colour contract proofs to be sent with the data. Please read and understand our company standard to help you avoid unnecessary costs of production.