



## RE May, Inc. SWOP SPECIFICATIONS for Final Digital Files

(excerpted from Specifications for Web Offset Publications - Ninth Edition 2001 pages 16 and 17)

Files representing print-ready material should be exchanged only as CMYK data using the TIFF/IT-PI or PDF/X-1 file formats or their future versions. The use of non-standard, application or native file formats is not permitted.

A SWOP proof, made from the supplied file, must be furnished to the publication printer with all supplied digital files.

The files should include all image trapping and should incorporate all of the other logical parameters specified by SWOP for film preparation (e.g., UCR/GCR, gray balance, register marks, total area coverage, etc.). However, files should not include screening parameters or dot shape. When plates or film are made by the printer directly from digital files, it is the printer's responsibility to report moire pattern problems to the agency and publisher and to help them resolve the problems whenever possible. Multiple sets of files and proofs may be necessary with multiple insertion orders, depending on the requirements of the individual publisher.

File resolutions should conform to, or be compatible with, the publication printer's output device resolution requirements. The individual publisher should be consulted for this information.

Data compression used within files should comply with the provisions of the TIFF/IT-PI and PDF/X-1 file format standards. Data compression applied to the complete file structure should only be used if the sender and receiver agree to the method and use of file compression. Only lossless\* compression should be used, defined as a method of compression that results in no (0%) data alterations to the reconstructed file. It is the sender's responsibility to ensure that the publisher and/or the printer is aware of the type of compression used and has the means to decompress the file. Other types of compression may be acceptable in the future, as PDF/X gains acceptance and more implementations become viable.

SWOP recognizes the DDAP User Requirement Specification regarding editability. In the event that changes need to be made, they should only be made at the direction of the agency/advertiser, with agreement of the publisher and printer.

The method of delivery (e.g., magnetic tape, removable disk, electronic transmission) and file formats to be used for exchange of digital files should be agreed to by all participants.

In the future, digital files may be accompanied by either an electronic job ticket or ad copy instructions, potentially utilizing XML. Business information as detailed in GCA Standard 144 -2000, such as insertion orders, space reservation and ad copy instructions, may be transmitted using this framework. Information is available from GCA.

\* This is one area we feel SWOP has not tested thoroughly. We compress image data with Highwater's Interchange software. While it is not a lossless compression algorithm, after 7 years of production use we feel it is virtually lossless and yields results of the highest quality.