

WOW File Requirements and Design Services

- WOW has an entirely electronic workflow. See below for specific print design requirements.
- All WOW products are perfect bound and printed in CMYK process color. Please remove all spot colors from ads.
- All ad materials are due by the 5th of each month.
- On larger ads, relevant information must be positioned inside of the safe zone (page 3).

REQUIRED FILE FORMATS

- PREFERRED: Adobe® Acrobat PDF files set for press quality, CMYK output (300 DPI) and embedded fonts.
- PC-based, EPS or TIF, CMYK Adobe® InDesign, Photoshop or Illustrator for layout with fonts outlined. Files should not exceed 10 MB. WOW is not responsible for unconverted file problems.
- Unsupported program files include PageMaker, Corel Draw, QuarkXPress, and Freehand. Files must be converted to press quality, CMYK PDFs before submission.
- WOW is not responsible for final quality when faxes, scans and materials from Publisher, PowerPoint and Microsoft Word are provided; nor when RGB files are converted to CMYK.
- Type should not be smaller than 6 pt. to ensure readability.

AD MATERIALS

- As a courtesy to advertisers, WOW provides professional design services. All materials for WOW design must be received by the 5th of each month.
- All ad graphics and photos must be set at a resolution of 300 DPI and CMYK. Files submitted as RGB may incur an additional fee.
- Logos should be submitted as CMYK, vector EPS files.
- Simple set-up or reconstruction of ads is free of charge up to 10 minutes of design time. After 10 minutes, advertisers will be billed \$57 per hour. Professional design and photo retouching are charged at \$57 per hour.
- Advertisements designed by WOW are not authorized for use in printed or electronic media outside of the WOW magazine or its associated publications without prior written permission.

ASSISTANCE

Process printing is far more complicated than designing ads for viewing on digital devices. As such, WOW provides design services and the following pages for guidance. Due to a short production process and the use of independent contractors, WOW cannot offer any further process printing and design guidance beyond that portrayed in these pages.

4-Color Process Printing

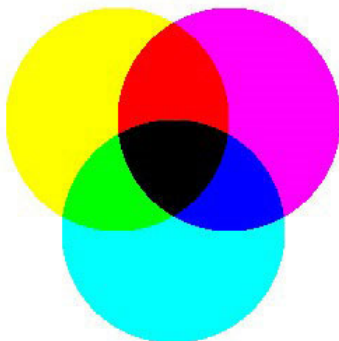
- CMYK: Cyan, magenta, yellow, black
- Known as PROCESS COLOR or FULL COLOR or 4-COLOR PRINTING
- The combination of the four colors printed one on top of the other, creates other colors
- Process color is used when printing color photos
- The paper passes through the printing press four times

TECHNICAL DETAILS

[Source 1] CMYK is a *subtractive* system since it deals with light that is reflected from the printed page. What we perceive as color on a surface is the result of the ink *absorbing* some of the frequencies of the light that is striking it. When you compare CMYK to RGB, you will see that they are exactly complimentary (**opposite**); this is because **cyan** ink *absorbs red* light and *reflects* green and blue—remember that green + blue light = cyan. If we want a printed surface to appear blue, we need both cyan ink (to absorb red), and magenta ink (to absorb green)—so the only additive color left to be reflected is blue.

Values for C, M, and Y are specified in percent (0-100; larger numbers are darker). Since even 100% C+M+Y does not result in a perfect black (due to limitations of the printing process and inks), a fourth run through the press is made with black ink (also specified in percent, just like the grayscale).

Full-color images are prepared for printing by making *color separations*—one black-and-white image for each of the primary color components. Modern graphics software will do this automatically. The printer's job is to get the four passes through the press lined up precisely on top of each other; this is checked with small crosses outside the image itself, which are known as *registration marks*.



Primary colors:
cyan, magenta, yellow

Secondary colors:
blue = cyan + magenta,
red = magenta + yellow,
green = yellow + cyan.

All colors:
black = cyan + magenta + yellow (in theory). Black (K) ink is used in addition to C,M,Y to produce solid black.
white = no color of ink (on white paper, of course).

Web Resolution vs. Print Resolution

[SOURCE 2] Screen resolution is measured in PPI (pixels per inch) and print resolution is measured in DPI (dots per inch), though the terms are often used interchangeably. Because the entire viewing area on a computer monitor is made up of pixels of a fixed resolution – typically 72 to 100 PPI – any image optimized for that resolution looks fully detailed and natural to the human eye.

However, if that same image is printed at full size, its inherent pixel blockiness becomes apparent. Another consideration is that the side effects of image compression for smaller web image file sizes (like distortion around edges) can become unsightly.

SIZE MATTERS

[SOURCE 2] For professional print graphics, 300 dpi is standard. If you want to use a web image in print, you run into problems. The only way to make it work is if you want to print a 72 PPI web image as a tiny inset, which can look fine. However, there's no way to magically generate extra pixels and make a beautiful brochure cover image out of your Facebook cover image.

When you have a choice of image sizes at your disposal, such as from an in-house image library or stock photo site, it is best to go for the largest image you can get. Any image can be made smaller as needed, but it cannot be sized up without losing quality. When it comes to resolution, bigger is better.

WOW IMAGE RESOLUTION REQUIREMENTS

- 300 DPI minimum
- CMYK only (RGB files will be changed without the opportunity to a prepress check)



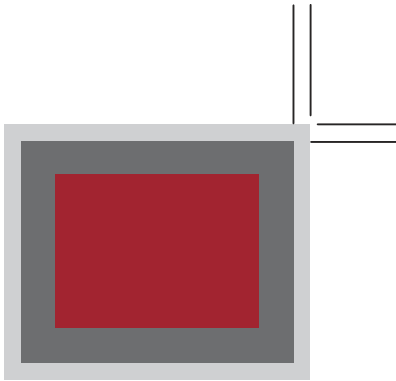
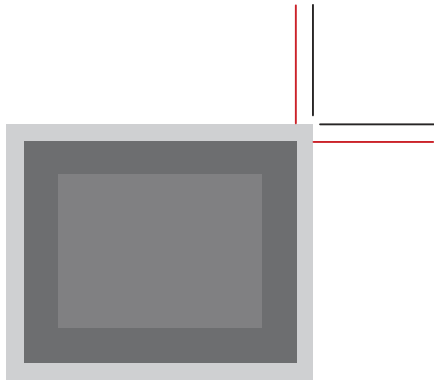
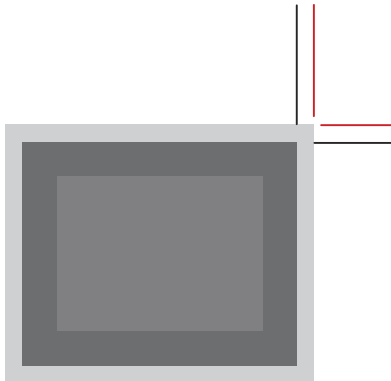
Safe Zones, Trim and Bleed Lines

CONTENT IN THE SEAM

Half-page, full-page and third-page horizontal ads may have some content that will run into the magazine's seam because the middle of the magazine rounds at the center binding. WOW recommends a .5" **safe zone** on the right and left sides of any ads that flow into the seam of the magazine because content found .5" from the **trim line** may not be viewable.

TRIM AND BLEED LINES

WOW's third-page vertical and two-thirds vertical ads, as well as those ad sizes listed above, require a bleed edge be added to the outside of the trim line. Please review the descriptions below so that design takes into consideration safe zones, trims, and bleeds. The WOW no longer requires these marks to be in the final, printed ad that is submitted; however, bleed, trim and safe space margins are particularly crucial in magazine printing.

SAFE ZONE (middle)	TRIM LINE (inside)	BLEED (outside)
		
<p>The safe zone is the distance from the inside edge of the trimmed page where text and images will not disappear into the seam or bleed. If the ad is designed to have text run to the very edge of the page, then any cutting deviation or rounding at the center binding will result in lost information.</p>	<p>The trim line is the horizontal and vertical mark where the printed sheet will be cut to size. Artwork should be .125" inside this line to account for discrepancies inherent in trimming.</p>	<p>Check WOW specs to determine which ads always need a bleed. Artwork should extend to the bleed line, which is positioned .125" outside the trim line. Content placed between the trim and bleed line will not appear in the final project. The bleed is a buffer to avoid any white borders.</p>

Submitting Files for Print to WOW

Advertising files are due to the WOW by the 5th of the month. WOW will double check that everything is accurate and may contact you regarding problems with your files. Electronic proofs are useful for double checking content and layout; however, electronic proofs cannot guarantee how colors will look when printed. Note that all graphics must be set as CMYK at the outset for them to work correctly once placed in design software; putting RGB files in a CMYK document will not produce good results.

REMINDERS

- Image resolution must be a minimum of 300 DPI
- CMYK color profile (not RGB)
- Inclusion of Bleed
(half-page, third-page horizontal, third-page vertical, two-thirds-page, and full-page)
- Safe-Zone Design Considerations
(half-page, third-page horizontal, full-page)

Providing Files for WOW Design

The process printing process is far more complicated than one would expect in today's digital world. As such, WOW provides ad design services at \$55 per hour. Materials for ad design must be submitted no later than the 5th of each month.

FILE NEEDS

- Photos and all graphics at 300 DPI with CMYK profiles preferred
- CMYK, vector EPS logos with text outlines
- All required copy in writing (there is a charge for typesetting); Word document preferred.
- Review WOW's Top Ten Ad Design suggestions before sending headlines and body copy