

Valid from 01.02.2007. until recalled.

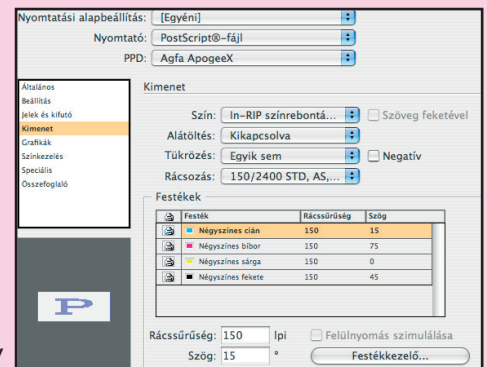
Dear Partner,

PRINTLAND Nyomdaipari Kft. declares the desired technical and technological requirements of materials submitted to print in the terms of conditions below.

Please read it through carefully and also send this to your colleagues who are to design and produce your digital materials to print. Our company is not responsible for the mistakes of printed materials due to file type or content shortages submitted by third party companies!

### GENERAL CONDITIONS OF MATERIAL SUBMISSION

<b>File-format:</b>	Composite PDF or PS (Separated graphics are accepted only in rare cases)
<b>PDF-version:</b>	PDF/X-1a:2001 (Defined in the adequate Job option in Distiller)
<b>Resolution:</b>	2400 dpi
<b>PDF production:</b>	Make your PDF in Distiller only from a PS file!!! (Exported PDFs from PDF Library, QuarkXpress, Corel Engine, Quartz, PDF Maker, InDesign are only accepted at your own risk!)
<b>Proper PPD:</b>	Agfa ApogeeX (download from <a href="http://printland.hu">http://printland.hu</a> )
<b>Proper Driver:</b>	Adobe PostScript Driver (download)
<b>Colors:</b>	Composite CMYK - (with colors outside CMYK: use In-RIP Separation)
<b>Embed pictures:</b>	All
<b>Embed fonts:</b>	Complete + download PPD fonts
<b>PostScript version:</b>	Level 3
<b>Data format:</b>	Binary
<b>Transparents:</b>	High Resolution
<b>Measurement:</b>	the exact, cut size of the ready-made product always
<b>Marks and bleed:</b>	the placing of trim marks is in every case obligatory. Bleed should be about 2-3 mm at every side of the graphic (progressing over the cut size), no other marks are needed.



Beside the file(s) and your order you upload, please append a black-and-white graphic and/or a turn-over view of pages made from the PDF itself.

Detailed informations on submissions continues on to the next few pages, please read through the the methods of submission and the making of PDFs carefully!

## HELP WITH THE THE GENERAL CONDITIONS OF MATERIAL SUBMISSION

### MATERIAL SUBMISSION

Digital material can be submitted by means of CDs, DVDs USB drive or by e-mail or using an ftp server upload. By choosing ftp-upload we provide a one-time or a permanent (password) uploading option.

Requests for one-time password can be sent to [printland@printland.hu](mailto:printland@printland.hu) for registration.

At the topic 'contractor' please fill in the data of the person who we shall inform when we finished the printing work. After you register correctly, our server will send you a temporary password and user name to connect <ftp://printland.hu>. These you will find at your given e-mail address.

Keep in mind: do not change I and O with 1 and 0. If you decide on sending us archives, please use .zip or .rar, no .sit or .sitx are accepted!

Upload only ready-made final files, in case of several files please append a file-listing, too. Try to use short and informative filenames. Names should contain the number of pages the digital material consists of.

When uploading from a MAC, do not use / : \* ? " < > | and . in the filename. Modified files' name should contain '\_jav' in the name, permanent password client should upload their modified files into a folder named 'javitas' when some modification needed.

We provide permanent pass for all our regular contractors. One admin pass is given to our contractors, if you need more user names/passwords (for agencies, operators etc.), request them from the admin-pass person of your company. .

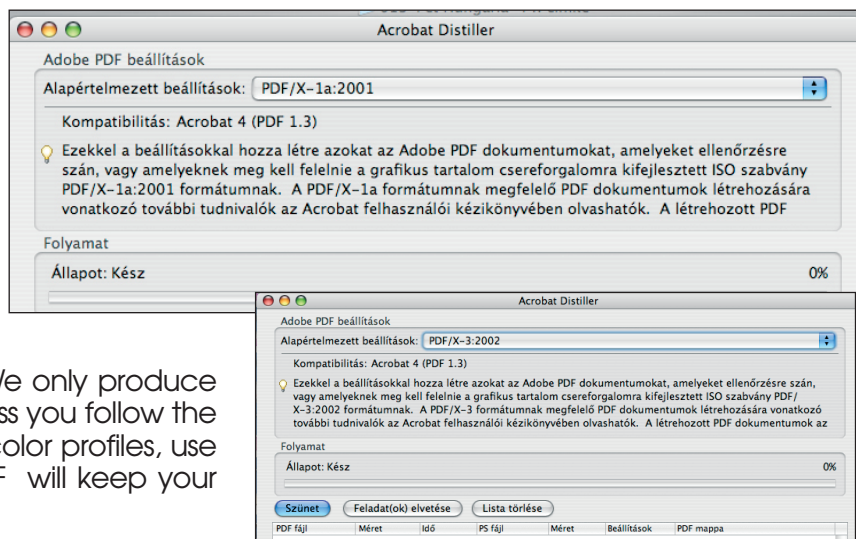
By registering at [printland.hu](http://printland.hu) you'll get a permanent ftp storage. It is advised to save this in your ftp-client software (as Total Commander or Transmit)..

Other conditions of upload are the same as the above mentioned.

## MAKING POSTSCRIPT- (PS) AND PDF

Adequate PS driver (PPD) can be downloaded from [printland.hu](http://printland.hu) web page to WinXP, 200 and MAC OS 8.6-9.22. In case you use MAC OS X, PPD is already embedded in your operational system!

For making PDF from PS, please use Adobe Distiller. Choose PDF/x-1a:2001 as shown in the picture in order to produce a reliable and correct PDF. We only produce your printing plate at your own risk unless you follow the steps above! If you like to use unique color profiles, use PDF/X-3a:2003b in Distiller. This way PDF will keep your unique color profile measures.



By making PS you don't need to define frequency and grid angles, our RIP-software defines them itself. If you need unique grid frequency and types, let us know about it, write it on the contract form!

## FONTS

It is very important to embed all fonts within PS -PDF.

Avoid using System Fonts because these often won't or just partially embed (note that it is a very serious mistake).

By any vector EPS containing text, please convert all text to curves. Note that black text elements should only contain black (one channel) color, and be careful with the correct font size of negative text parts because in case of minimal paper-stretching or passer mistakes the outlines of these text parts may become 'unsure'.

## PICTURES

We advise you to use high resolution (300 dpi) pictures /CMYK TIFFs, CMYK PSDs, maximum quality JPGs and vector EPS's/. No 5-file format (DCS) EPS, GIF, WMF and PICT are accepted!

## COLORS

To reach the maximum level of color-dependance you may use our defined unique color profiles (for glossy and matte art papers or offset papers, with 60-80 v/cm grid frequency). Printing can be optimized with these unique color profiles, and we also provide true color-simulation proof-printing with our Sherpa proof system.

If you don't want to use PRINTLAND's ICC profiles for CMYK data, we advise you to use Adobe Photoshop Europe Prepress 2 (FOGRA27) color settings or ISO standards (ISO\_Coated.icc for coated and ISO\_Uncoated.icc for uncoated papers). These last 2 profiles can be downloaded from <http://eci.org> site.

Please write down the color profiles you used for separation when uploading the files or when filling in the contracting form.

When using spot colors, please sign as 'Spot' only the colors you want us to print as spot colors.

Through 4-color procession, define the the optimal CMYK measures of spot colors with softwares which handle spot colors on CIELAB-base (Adobe Photoshop v7 and upwards, GretagMacbeth ColorPicker).

With shaded graphics containing spot colors (e.g. spot color-verlauf, duotone pictures) we accept separated PS and PDF(with the original PS) files only.

## **PAGES**

PDF (or PS) files can contain a number of pages. With facing pages, turn off 'spreads' when making the PS.

Our Preps software decides on the positionig, stepping etc. as defined in the contract form, so avoid the pairing of the pages.

When designing, page size should equal the cut size, and bleed can be 3-5 mm. Don't forget to switch on 'bleed' when making a PS file, and also check it page-by-page in the ready-made PDF! (Bleeds going into binding won't cause a problem, the software we use for imagesetting defines them automatically.

Pages should contain the needed crop/trim and registration marks, file informations, too.

## **STAMPED PRINTS**

When pre-processing stamped prints you can place the stamp-figure over the graphic material itself, on a separate page or in a separate file. In every case use vector format (not rastered) and if not placed over the graphic, make it over a transparent background (not white).

If placed over the graphic, use an additional but TRUE Pantone color for the stamp-figure, no fantasy names are accepted for its color! The lines of stamp-figure shall be in overprint (in order not to knock out the background graphic). In case stamp-figure is in a separate file, note that it should have the crop marks at the same place as the graphic itself has. Using improper crop marks may cause wrong positioning.

When stamp-figure is a composite PDF, the graphic material to print shall be composite as well, when one of them is separated, the other should be separated, too.

Before you send us/upload the stamp-figure on a separate page or in a separate file, place it over the graphic to personally check the proper superimposition (of foldings joining tone borders, no text over foldings/crop lines shall remain) and leave a 2-3 mm bleed outside the lines. You can also send us this preview picture-model in order to make things become easier for us.

Only make a separated PDF file if the graphic contains shaded spot colors. This case, stamp-figure must be on a separate page or in a separate file. We advise you to send us this figure in vector format (EPS, AI), too besides the original PDF.

## MUTATIONS

In case of text mutation which affects only one (usually black) color, we make only one plate per other colors. For perfect superimposition, of the mutating color with the others, it is the best solution to make a whole bianco base graphic with all the colors used including black from the pictures and text parts that are appearing on all pages.

Besides, we shall have the mutating black text parts - and nothing else - on separate pages, or in separate files. Mutating blacks will be placed over bianco pages through imagesetting and will be merged onto a single black plate with all the blacks from other layers.

*Notes for PDFs with mutation:*

- Place proper corner marks either on bianco and mutating pages.
- Nothing but the mutating text parts may appear on the mutating pages. No separation allowed here, because colors other than mutating (black) will appear as white color on the page! (You can check background transparency by switching on Acrobat/Preferences/Page Layout/Transparency Grid)
- Mutating black shall stand as overprint even on transparent background. Unless this, the black of the first-made mutation may appear as white on the bianco. This way every mutating pages can be checked by digital printing before making the plates.

*We don't advise the method of sending full-color channel design for every mutating pages, because the blacks in each mutations can't be checked properly this way, do this at your own risk!*

## THE CHECKING OF PDF FILES

Please check your PDFs before submitting them into our print house. See our general conditions above.

PDFs submitted in an incorrect form may cause inconvenience for both the contractor and the print producer.

You can check them by Adobe Acrobat Professional or we can also help using the Acrobat Preflight and Enfocus PitStop modules/plugin-ins for professional users.

Basic methods of PDF check

(Using Adobe Acrobat Professional - advisably ver.7)

- Under Adobe Acrobat Pro/File/Document Properties you can check the PDF's version, producer (e.g. Distiller), font types and embedment, web preview
- Pages, page order and orientation
- Sizes (document size in bottom left corner of Acrobat), bleed, distances with Adobe Acrobat Pro/Tools/Distance
- The number of colors, checking the used colors with Adobe Acrobat/Advanced/Output Preview
- Conditions of printing work: bleed, trim marks, registration marks
- Overprint view and transparent background view are important to use!  
This way you can check the mistakes remaining in overprints and transparencies, and the possible forgotten elements also Adobe Acrobat/General/Page Display/Display Transparency Grid - or Overprint Preview

Please Check PDF processing by this list and in case you find a mistake, correct it in the original document.

WE THANK YOU FOR YOUR CO-OPERATION.

Please contact us on one of the below: