

Proofing Requirements

We have adopted a policy on digital proofing in order to achieve the best reproduction of your advertising materials. In order to ensure that we match the color expectations of our advertisers, we require a color proof created from a SWOP certified proofing device. Any other type of proof may not accurately represent the SWOP process or the desired color match. All proofs for color and/or content verification must be generated from the final file and must be 100% in size.

*If we receive your files without a color proof, one will be created here, and will be billed back to you. The purpose of this is to give our print vendors a proof, and does not ensure accurate color reproduction, as you have not seen the proof.

What is SWOP?

SWOP (Specifications for Web Offset Publication) sets forth specifications and tolerances in order to achieve consistent results throughout the web publication processes. These specifications should be adhered to in every step of the reproduction process including file preparation; acceptable file formats for transfer of digital materials; responsibilities of advertiser, publisher and printer; proofing; output; paper stock; inks and printing.

For more info go to: <http://www.swop.org>

What is a SWOP Proof?

SWOP proofs will always have SWOP color bars on them, and be output on a SWOP certified proofing system, such as those listed below. Each of the Certified systems has an Application Data Sheet that specifies exactly how that proofing system should be used to create a SWOP proof.

To download SWOP color bars go to: <http://www.swop.org/downloads.html>

What are the SWOP Certified Digital Proofing Systems?

- Kodak Polychrome Matchprint Digital Halftone Proof by CreoScitex
- Kodak Polychrome Matchprint Prof. Server Xerox Docucolor 12
- Kodak Approval
- IRIS Pro SWOP
- Fuji PictroProof
- Fuji FinalProof
- DuPont Digital WaterProof
- Polaroid PolaProof Digital Halftone Proofing System
- O.R.I.S. Digital Proofing System

For more info go to: <http://www.swop.org/certification.html>

Please note that we are providing these proofing system listings as a service for our advertisers, but we are not associated with any of the above mentioned vendors.

If you have any questions about our Proofing Requirements, please contact the Production Manager from the publication in which you are advertising

