

General Component SPECIFICATIONS

Trade Component Covers & Jackets:

Trim Size: 4" x 6" up to 9" x 12" upright or oblong (max sheet size 28 x 40)

Maximum Spine: NA

Plate Preparation: THE CLIENT will supply native application or plate-ready PDF files to Coral in mutually agreed upon format. Any corrections and/or proofs required to files supplied will be billed by Coral.

Paper:

10 pt. coated one side, coated 2 side or mutually agreeable equivalent to meet THE CLIENT's quality requirements as specified in this agreement.

12 pt. coated one side or equivalent will be available upon request.

80# coated one side or equivalent to meet THE CLIENT's quality requirements as specified in this agreement.

100# coated one side or equivalent will be available

Printing:

Sheet fed up to 10 unit/color (maximum) offset printing using High quality conventional inks

Supplied PMS Ink Swatches

All PMS swatches supplied on mechanicals will be reviewed. If a supplied swatch does not match the current Pantone Matching System book Customer will receive a notification and given two choices:

1. Disregard swatch and match current
2. Create a Special Mix Ink.

This policy also applies for Dust Jackets with PMS inks that are supplied as color match.

Finishing*

Gloss UV coating

Gloss film lamination

Matte film lamination

Soft Touch film lamination

Matte UV coating

Gritty Matte UV

Spot silkscreen (Matte/Gloss)

Combination film lamination, spot UV coating

*The above list reflects the most common finishes but Coral will make available any finishes that can be used on Coral's equipment.

Packing/Delivery: TERMS: FOB destination

LOAD PREPARATION: Per binder requirements

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Coral Specifications for Desktop Cover Files

- Files must be supplied in a Macintosh format on placed on our FTP Site, e-mailed, file transfer services such as Mass Transit or Wam!Net, or provided on CD, DVD.
- PDF's can be exported directly out of InDesign, and Quark, version 7 and higher. In Quark 6, printing to Postscript is recommended. Postscript should be distilled in Acrobat Distiller. Avoid using QuarkXPress with transparency.
- Any "plug-ins" or "Xtensions" used in InDesign or Quark if they are required for Output and not included in the standard software installation.
- All jobs should include a color laser proof, created from final file printed at 100% and must exactly match the text and graphics of the file. Indicate on laser proofs any FPO artwork, die cuts, Foil, Emboss, Touch Plates, and PMS colors or other special information. Marked up PDF files are acceptable for International customers but an QC at OPM will be abbreviated.
- If final ready-to-print files are being supplied, then a color contract proof must be provided.
- When supplying PDFs, embed all fonts.
- When supplying page layout files instead of final PDF/X-1a or PDF X-4, they should be submitted as QuarkX C Press or InDesign files. Other page layout formats may be accepted, but please consult with us before submitting. Include all associated graphic files. **All images and graphics, high resolution (300 dpi and over) in eps or tiff format.**
- All graphics should be CMYK.
- All application files must have crop marks and 1/8" bleed all around for covers and jackets. POBs require bleeds per bindery specifications.
- Halftones should be scanned with as much detail in the mid-tones through ¾ tones as possible, with a 2% highlight dot and a maximum of 97% shadow dot.
- Images/graphics should be grayscale.
- Spot Color: Delete any unused spot colors from page layout color palette.
- Recommended Create rich black color for large black area—CMYK=100K + 50C +45M + 45Y (Coral black specification). THE CLIENT may create any other 4/c black as long as the max ink density is not exceeded.
- Don't rotate or scale images excessively in page layout programs.
- Don't include unnecessary files on your final output disk.
- Spine type-allow 1/32" from edge of type to cover 1 / 4 book hinge.
- All live copy should be a minimum of ¼" away from final trim;
- Barcodes and small black type should be supplied as 1/color black;
- Files should **not** contain trapping information. CORAL will apply trapping information to the files. Unless trapping is required between 2 images or within an image.
- Format pickups should be identified with the title that the element is to be picked up from.
- All revised/corrected files should be named in such a way as to identify the revision/correction. A corrected laser print with the revisions highlighted must accompany the revised file.
- For One Color Text, all text and vector graphics should be Black, all continuous tone

Type - For Application Files

- All font information must be included with every job. This includes font name, manufacturer, (i.e. Times Roman-Adobe: Times Bold – Adobe) and the version number. If using fonts other than Adobe or Linotype, please notify CORAL in advance. Both screen and printer fonts must be provided. We strongly recommend against using True Type fonts. Please avoid using Postscript Type 3 and Multiple Master fonts.
- Also avoid using font styling options, use the appropriate font. If a standard Roman typeface needs to be italicized, apply the italic font to it and do not "stylize" it from the menu. In other words, type attributes such as bold or italic must utilize the bold or italic font, **not** the bold or italic style of the plain face of the font.
- Any manufacturer font that has been modified or renamed, or new fonts that have been created, must be supplied with the job, both printer font and screen font.

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- Photoshop files containing text layers must be supplied with the screen and printer fonts that were used for those layers. This is particularly critical when the layer is used for spot colors or special effects such as foil, emboss, varnish, etc.
- Convert fonts in EPS files to outline or include both screen and printer fonts. Fonts used in EPS files should have the fonts embedded or converted to outlines.
- All type and flat tints in the application files should have correct color breaks in CMYK.

Color Conversion/Desktop Separation Recommendations –

If needed, when converting RGB files to CMYK in Photo Shop, we recommend the following setup to facilitate color correction at CORAL to ensure the final printed result is consistent with quality levels we've all come to expect:

- Black Ink Level: 90%
- Max Ink Density Coated Stock: 320%
- Max In Density Uncoated Stock: 280%
- High-resolution graphic files should be supplied at a resolution of 120 pixels/centimeter or 304.8 pixels/inch or 300 dpi for non-metric conversions.
- All high-resolution color files must be accompanied by a high-resolution color proof.
- All placed graphics in the application file, whether FPO or HI-RES, must be of exact size, position, and rotation
- North American General Purpose 2 is the default color space

CMYK Space = US Wed Coated SWOP V2 RGB = SRGBIEC61966-2.1

2 Hits of PMS

Coral Graphics will determine percentage for 2nd hit on job by job basis.

Type Knockouts/Overprints

- All type within metallic or fluorescent PMS panels should knock-out (k/o), same size from PMS and the type will spread .04
- Black type (1C) within standard PMS or process panels will overprint
- Black type (4/C) within standard PMS panels will k/o same size from background and panel will be spread .08
- Black type (4/C) within process panels or separations will be a straight k/o and butt (4C black is actually incorporated into a process panel or separation so that 100K-60C-40M-40Y is not exceeded)
- PMS type within a process or PMS panel will k/o, the lighter color will be spread.08.
- Process screened type within a PMS panel will k/o, the lighter color will be spread .08.

Note: supplied files should **NOT** contain trapping. CORAL will apply traps.

Knockouts in Foil

- Any rule or letterform knocking out of foil MUST be a minimum of 1.5pt

Printing over Foil

- Printing over foil greatly diminishes color intensity. CORAL will not color correct supplied files for IOF unless instructed to do so

Special Effects and Foil & Embossing Specifications - File Preparation

Stamping

- 1) Supplied file should be a Positive PDF created from a separate foil layer. This will be used to create a position film for lock up of dies.

Note: a negative film is output to create the dies, but a positive is used for the position.

- 2) All files should have corresponding crop marks that are in position to the printed sheets. If there are multiple stamping layers each layers crop marks must match the printed sheet as well as one another.
- 3) Each file should be saved as a solid color or a spot color equivalent. PGI & RH have special colors assigned for special effects. If colors are not used, proof must be tagged or labeled so printer knows what effects are being used in the design. No halftones, screens, shadow effects, etc. this can affect the integrity of the stamping edge.

Note: If a text layer is not created, you must create a vector path. Before saving this path you must first make sure your Image Adjust levels are brought up. This should clean up any noise or irregularity to your edges.

- 4) The resolution of the files should be at 1200ppi and no lower than 600ppi. The optimal file should be vectorized to get the best result. An incorrect file can result in jagged edges or the inability to create the die.

Note: If the file is created lower then 600ppi you cannot just increase the resolution to clear up the image. The original must be designed within the 1200ppi-600ppi range.

Embossing

- 1) Supplied file should be a Positive PDF created from a separate emboss layer. This will be used to create a position film for lock up of dies. If there are multiple levels or multiple styles used separate layer for these files are required. **All type needs to be provided in a file regardless of embossing style (dome, chisel, sculpture, deboss, etc).

Note: a positive film is output to create the dies, and is used for the position.

- 2) All files should have corresponding crop marks that are in position to the printed sheets. If there are multiple embossing layers each layers crop marks must match the printed sheet as well as one another.
- 3) All files that require sculpture embossing must have a match print supplied. This has to match the printed sheet for size and position to obtain the optimal fit.
- 4) Each file should be saved as a solid color or spot color equivalent. No halftones, screens, shadow effects, etc. this can affect the integrity of the stamping edge.

Note: If a text layer is not created, you must create a vector path. Before saving this path you must first make sure your Image Adjust levels are brought up. This should clean up any noise or irregularity to your edges.

- 5) The resolution of the files should be at 1200ppi and no lower than 600ppi. The optimal file should be vectorized to get the best result. An incorrect file can result in jagged edges or the inability to create the die.

Note: If the file is created lower then 600ppi you cannot just increase the resolution to clear up the image. The original must be designed within the 1200ppi-600ppi range.

**** REGARDLESS WHAT STYLE DIE IS BEING MADE, IF TYPE NEEDS TO BE CREATED OR SYSTEM TIME IS NEEDED A PER HOUR RATE WILL APPLY. ***

Acceptable Files:

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Original Vector-Based artwork will always produce the best results. These would have to be extracted from the original file or created in a Vector-Based software. Raster images can also be an acceptable format in which to manufacture dies, taking into consideration ppi. A ppi of 400 or below will produce undesirable results. Preferably a ppi of 600 or higher would be better suited for conversion to vector.

Note: *Almost all supplied files will be converted to Vector in order to produce a die.

Raster versus Vector

The example below shows the difference between Raster and Vector.



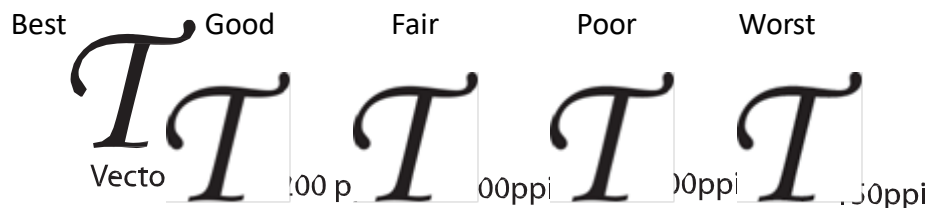
This is the original vector-based illustration:



This image illustrates magnification of 300% as a vector image:



This image illustrates the same magnification as a raster image at 400 ppi:



*In order to manufacture a Foil Stamping Die the artwork will need to be supplied as or converted to solid black and white vector line work. This will allow the die-maker to program the file into a CAD/CAM software creating the 3 Dimensional file need to machine a tool die using a CNC machine. CNC machines use mathematical calculations to create tool path. Vector Graphics are mathematical calculations used to create images, inturn these images can be used to create tool path on a computerized machine. (Artwork containing printing screens cannot be used.)

UV Coating:

- 1) Supplied file should be a Positive PDF created from a separate UV/Coating layer. This will be used to create a position film RR Emulsion Up that will then be used to create a screen.
- 2) All files should have corresponding crop marks that are in position to the printed sheets. If there is multiple coating layers each layers crop marks must match the printed sheet as well as one another.

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- 3) Each file should be saved as a solid color or spot color equivalent. If halftones, screens, shadow effects, etc. are used they must follow these procedures.
 - When using a halftone/screen, etc. they need to be set at a 85 to 65 line and a 45 degree angle. Also when possible we would prefer a 25% dot minimum.
- 4) The resolution of the files should be at 1200ppi and no lower than 600ppi. The optimal file should be vectorized to get the best result. An incorrect file can result in jagged edges.
 - Note: If the file is created lower then 600ppi you cannot just increase the resolution to clear up the image. The original must be designed within the 1200ppi-600ppi range.

Dynillusion:

- 1) Supplied file should be a Positive PDF created from a separate coating layer. This will be used to create coating film. This film is stripped into the printed sheet and then used to produce a screen.
 - This film is altered slightly internally for this unique process.
- 2) All files should have corresponding crop marks that are in position to the printed sheets. If there is multiple coating layers each layers crop marks must match the printed sheet as well as one another.
- 3) Each file should be saved as a solid color. If halftones, screens, shadow effects, etc. are used they must follow these procedures.
 - When using a halftone/screen, etc. they need to be set at a 85 to 65 line and a 45 degree angle. Also when possible we would prefer a 25% dot minimum.
 - With Dynillusion you will tend to lose a large portion of halftones, screens, etc. due to the alterations that need to be done for this process.
- 4) The resolution of the files should be at 1200ppi and no lower than 600ppi. The optimal file should be vectorized to get the best result. An incorrect file can result in jagged edges.
 - Note: If the file is created lower then 600ppi you cannot just increase the resolution to clear up the image. The original must be designed within the 1200ppi-600ppi range.

Situations Requiring Additional System Time

- **Type needed for special effects supplied in a flattened Photoshop file.** Printer may be able to make “selection” with the “Magic Wand” tool if there is sufficient difference between the type and background or silhouette (creating a path around the inside and outside of each letter) to create letterform. In either case, the result will be jagged or bitmapped type.
- **Type needed for special effects supplied in a layered Photoshop file but as a bitmapped (scanned) image.** Type layer will be turned off and remaining layers flattened. Type layer is saved as a bitmapped TIFF for use as the special treatment file. Type will have a somewhat jagged appearance.
- Creating Touch Plates
- Creating Gradations
- Creating silhouettes for die-cut, foil, emboss, spot UV
- Creating Duotones
- Extending bleed, Cloning, Airbrushing
- Color Correcting Supplied Files
- Converting Art Supplied in RGB to CMYK mode
- Files needing conversions to Spot (PMS) Colors

Proofing

Digital Proofs are proofs which, are created directly from an electronic file without the need to output film.

KODAK APPROVAL – A Kodak Approval is a high quality premium (halftone) digital proofing system, calibrated to Coral presses. Kodak Approvals are used for proofing files or corrected files to approximate what the color will look like on a Coral presses. They are the most accurate digital proof

RECIPE COLOR/PMS PROOFING – A Recipe Proof is a Kodak proof that simulates non process colors and print on foil. A Recipe Proof is a digital recreation of an actual PMS ink generated from Kodak software and proofed on our Kodak Approval, PMS colors from the Pantone Formula Guide *up to and including 7547i* will be proofed as Recipe color. Art with a PMS touch plate in this color range will be proofed as Recipe color without an overlay. PMS colors *above 7547* from the Pantone Formula Guide (metallic and fluorescent colors) *and all colors* in the Pantone Metallic Formula Guide or Pantone Pastel Formula Guide are not available on the Kodak software (see next item regarding custom colors) and will be proofed with a 4/C process simulation of that color. If customer requests, the proof may also be generated without the process simulation built into the KA proof. Touch plates in this range will be shown as an overlay.

CUSTOM RECIPE PROOF – a digital recreation can be made of ANY Pantone or Special Mix ink upon request. Since these colors are not included in the software formulated by Kodak, this is a trial and error process and can require significant additional time.

EPSON PROOF– A high resolution multi drop array inkjet proof that is economical and also calibrated to Coral presses. Not as accurate as an Approval proof.

SOFT PROOFS – A lo-res screen only proof, files with minor corrections can be saved as a PDF and supplied via e-mail upon request

INSITE – Internet based remote proofing system, customers can log in online and view jobs, make annotated comments, approve/reject jobs.

File Creation Standards

PDF Files

- We recommend exporting PDF's directly out of InDesign, or if using Quark, exporting PDF's directly out of version 7 and higher. In Quark 6, printing to Postscript is recommended over any exporting. Of course, any Postscript should be distilled in Acrobat Distiller. Please take into account when writing postscript, flattening of the file occurs.
- Any transparency included in the document can have negative results when flattened, distilled and later processed. If transparency or drop shadows must be used, we suggest building the document in InDesign, or Quark version 8.1 or higher, (native transparency is supported starting in version 8.1), and then exporting to a PDF using our presets. They should be composite color, not separated. Avoid using QuarkXPress with transparency on versions prior to 8.1. (Please refer to our "Creating PDFs" document on our website).
- PDF files should be supplied as a multi-page file in single pages, (not spreads).
- Please include all blank pages.
- All fonts and images should be embedded into the PDF.
- OPI will not be supported.

You can visit our web site at <http://www.bpg-usa.com> to download the presets, print styles and distiller settings needed to produce your final PDF's. Simply select the download that corresponds to your application being used to create your

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documents. Once the download is complete, “de-compress” the archive file and follow the instructions in the accompanying manual.

Additional Information

Application Files, (QuarkXPress or InDesign)

Please build your document to trim size, including any bleeds and blank pages.

Layouts will be provided to follow.

To be accompanied by all images and graphics, high resolution in EPS or tiff format.

Include all fonts used in the job, both printer and screen fonts.

Please include any “plug-ins” or “X-tensions” used in InDesign or Quark if they are required for output and not included in the standard software installation.

All should be compressed into a .sit or .zip archive before transmission.

For One Color Text, all text and vector graphics should be Black, all continuous tone images/graphics should be gray scale. Please note that, if the job is to be a single Pantone/PMS color, all text and vector graphics should be the specific color, all continuous-tone images/graphics should be in monotone of the specific color.

Decoration Files, Foils and Spot UV's

All decorative processes should be built on a separate layer/page and labeled accurately.

Do not apply any trapping, this will be done if needed at output.

Color Spaces

CMYK, Gray scale, and Spot colors are acceptable. Please avoid the use of RGB, LAB, CalGray, CalRGB, ICC, and Index Colors.

Spot colors need to be chosen from your Pantone Library or Pantone Plus Series in your application, using the correct naming. For proofing purposes, the Spot color on our proofs will be represented by a colored overlay. On press, the spot color ink will match the color swatch you choose. In addition, PMS touch plates can be proofed as a separate overlay, or simulated in a Recipe Kodak at your discretion.

Photoshop

When sending in image files for color work, please do not flatten them. If there are any text layers, please supply the appropriate fonts with the image file. This will help us to create any decoration files needed, such as spot UV's or foils, and also aid in any color corrections deemed necessary. Please do not exceed a total ink density of 320% (coated) or 280% (uncoated). When supplying PDFs-- include all images. OPI is not supported. Any type layer should not be rastered.

Additional Costs

Corrections

A laser proof must be supplied with the corrections highlighted of any revised files received.

Please name the revised file in such a manner to easily identify it.

We can make minor textual changes to application files if the job has been created with QuarkXPress, or InDesign, and minor changes to PDF files, if possible.

Laser proofs of any requested changes must be approved prior to imaging.

You will be quoted an additional charge if you ask us to make changes in your files.

Color Corrections can be made when requested and require the output of an additional color proof to be approved prior to imaging. There will be an additional charge for the proof.

The following section is for OPM

Reflective Art

Non-flexible reflective art can be used for four-color separation. Due to the introduction of electronic scanners in recent years the Non-flexible reflective art is converted to a transparency before sending it to the printer for separation.

Flexible reflective art can also be used for four color separation.

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Cruse Scanner

The Cruse CS285 ST is the most technologically advanced, large format, high resolution scanner in the world. It accommodates originals up to 60" by 90" and produces images up to 10,048 x 15,500 pixels and a file size of more than 800 megabytes. The Cruse achieves a level of clarity and depth of detail never seen before in a digitized print.

Transparency

The most common transparency is the 35mm slide but the transparency can come in 8" x 10" or 4" x 5" (best reproduction). A transparency is used to make a four color separation for printing. Electronic scanning separates most transparencies, which produces four separate negatives for printing — yellow, magenta, and cyan for the color, and black for the contrast.

Decoration Files, Foils and Spot UV's

All decorative processes should be built on a separate layer/page and labeled accurately. Do not apply any trapping, this will be done if needed at output.

Special Effects and Foil & Embossing Specifications - Production

Coral will make every effort to identify and call attention issues with supplied special effect areas during the pre-flighting process

Special Effects and Foil & Embossing Specifications - Production

Coral will make every effort to identify and bring to our customer's attention any issues associated with supplied special effect areas during the pre-flighting process. It's important to understand that while files can often be fixed, it can be time consuming and costly to do so, and is always better to supply a file that meets these standards up front.

Printing/Traps:

- Traps: should be 1/16" (.75mm) bleed
- Fatty: 1/16" (.75mm) all around. This is preferred over a block because you tend to see the square edges. This is used for copy printed under a stamped panel.
- KO Copy: Any copy that is 1/4" (6.25mm) thick needs to be KO out of print and/or foil when stamping foil over.

Dies:

- When choosing to stamp and/or emboss you must know that a minimum size of a die is 2" x 3" this is for lock up purpose only not for cost. There must be a minimum of 5/8" in-between the dies to allow catches to be placed around the die for lock up.

Flat Stamping:

- When stamping two foil colors in two separate areas (title/author), there must be a minimum space of 5/8", preferably 3/4" between the areas to be able to stamp in one pass. If smaller than 5/8" it must be run in 2 passes.
- When stamping a solid area with knockouts, the knock out area should be **NO SMALLER than 1 1/2 pts. in THICKNESS THROUGHOUT** the letter or area.
- When stamping fine lines, the line should be at least **1pt. in thickness**.
- If using a specific pearl foil or true metallic ink the area cannot be stamped over by another foil. Specific pearl foils cannot be overprinted.
- When stamping a large area with knockouts and the knockouts are printed (ink as opposed to paper white), the ink bleed needs to be a 1/16" and fatties around type are to be 1/16".

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- When stamping a full front cover and the layout is head to foot (reason for head to foot: job has an insert or cover is die-cutting) the job needs flanges (extra metal used for lock up of dies). This turns the normal 30 square inch job to a 40 square inch job.
- If you chose to use a Holographic Foil there will be a shim-line that runs occasionally through the stamping area. If you chose to run the job in "Shim less" Holographic foil you must check with Dynamic for special layout and pricing.
- If using Reflex Blue, Rhodamine Red, and sometimes a Super Dense Black cause problems when stamping. The reason is these colors tend to take longer to dry, and must be dry to get a good adhesion of the foil.

Embossing:

- When chisel and or bevel/flat raise embossing a letter of 1/8" in thickness or smaller you will have to sacrifice the depth as well as the angle of the bevel.

Note: You will achieve your best result if the letter can be larger than a 1/8".

Die Cutting:

- When die cutting a cover the die cut area cannot have multiple tight bends, or elaborate/intricate cuts. We also need a minimum of 1/8" between edges.
- When die-cutting windows and auto stripping you still cannot have the multiple tight bends or intricate cuts, but you need a minimum of 1/4" squared between edges. Also the minimum size of the window is 1/4" squared.
- When die cutting windows and auto stripping you can't have any more than 6 windows per cover and the 1/4" spec's still apply.

Combination Foil & Embossing: (1 Pass)

- Jobs cannot be combo stamped if any kind of embossing only is within 2" of the stamping area
- No matte/gloss spot coating
- Two foils can be used but must be a minimum of 5/8" preferably 3/4" apart. However, foil areas must be solid to emboss. If you choose to use an outline -- the foil outline is the only thing that can stamp and emboss. You can't emboss the face type without foil. If face type does emboss but not foil the outline must remain flat.

Matte/Gloss:

- If using pearl foils they must be knocked out of the coating, because they cannot be coated.
- Note: there is one release of pearl foil from one company that can be coated and overprinted, but is limited to color selection
- We must receive positives, right reading emulsion side up.
- When using a halftone they need to be set at a 85 to 65 line and a 45 degree angle. Also when possible we would prefer a 25% dot minimum.
- We recommend not spot glossing the small type on cover four, because of registration problems due to print stretch.
- When using glitter coatings, we cannot coat in halftones because of the size mesh we are using for the screen. Some other important things are the coating needs to be kept off of all cuts, scores, folds and glue areas. (note: we have coated on cut areas but we will not guarantee that it won't crack.) and can't be embossed. The % of glitter should not exceed 75% of the cover due to registration and feeding problems. We recommend that it be kept back away from the cut edges roughly 3/16 to 1/8 of an inch.

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- Dynacrylic coatings also have similar guidelines to the glitter coating and should be kept off all cuts, scores, folds, and glue areas. We recommend that this coating be kept back away from all cuts, scores, folds, and glue areas by roughly 3/16 to 1/8 of an inch. This coating does have an air bubble look and isn't recommended for large areas.

Note: When using any type of specialty coating you may want to test to see what kind of slow down or any other problems if any in the bindery, also with slow down or any other problems with any other special effects.