

Main Phone: 612.874.3000

Publishers require all digital ads be submitted with a specific number of digital contract proofs. The proofs must be output at actual size from a SWOP-approved device and include color control information, center marks and crop marks. If an ad is submitted without these requirements being met, make-goods are not possible if substandard print quality should result.

Below are some examples of how proofs can be set up:



Example one: Non-bleed ad – acceptable

- ✓ Bleed area indicated
- ✓ Trim size indicated
- ✓ Live area indicated
- ✓ Color control bars used



Example two: Non-bleed ad – acceptable

- ✓ Trim size indicated
- ✓ Color control bars used



Example three: Bleed ad – acceptable

- ✓ Bleed area indicated
- ✓ Trim size indicated
- ✓ Live area indicated
- ✓ Color control bars used