

## COLOR PROOF POLICY FOR ALL COLOR ADVERTISEMENTS

Metrosource publishing has adopted a policy on digital proofing in order to achieve the best reproduction of your advertising materials. 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 will not accurately represent 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 advertisement without a SWOP compliant proof, one will be created by our prepress house, and will be billed back to you. Likewise, If we create your ad in-house, we will also need to generate a proof. You will be asked to view and sign off on the proof.

Ads without a SWOP complaint proof and materials for ads to be created by *Metrosource* must be received by the art department by the MATERIALS DUE DEADLINE (see PUBLISHING CALENDAR). Ads and materials received after this time may still be accepted, but a proof will not be generated if time does not allow. *Metrosource* accepts no responsibility for the printed appearance of ads without a SWOP compliant proof.

SIGNATURE

DATE

*By signing this document, I have read the above content and agree to the terms stated above.*

What are the SWOP Certified Digital Proofing Systems?

- Kodak Approval
- Iris Pro SWOP
- Fuji PictroProof
- Fuji FinalProof
- Imation Matchpoint Digital Halftone Proof by CreoScitex
- Creo Scitex Trendsetter Spectrum or Proofsetter Spectrum
- Polaroid PolaProof Digital Halftone Proofing System
- DuPont Digital WaterProof

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 color bars on them, and be output on a SWOP certified proofing system, such as those listed above. 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.