

# Everything you ever wanted to know about Certified Soft Proofing

Should you have any other questions, please contact our Sales team regarding our service offering or alternatively contact our support team for any technical questions.

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## ► What is Certified Soft Proofing?

Adsend Soft Proofing is a process that allows you to view your print ad with an on-screen visual simulation of what the ad will look like when it appears in the chosen publication.

To achieve this, the Adsend system applies a colour profile provided by each Publisher, which emulates the paper, ink and printing process of the given title, to the PDF file that you are delivering.

By integrating a thorough screen calibration process, Adsend is able to ensure you are viewing the profiled ad with the optimum settings. Adsend also captures these settings as part of the delivery process so that the receiving Publisher knows the ad has been 'certified' according to their own strict specifications and therefore does not require a traditional hard proof.

## ► How can I use Certified Soft Proofing within Adsend?

Firstly, you must be a registered Adsend customer. You will then need to install two plug-ins in order to calibrate and view a certified soft proof within the Adsend site. You will also need a calibration device (a spectrophotometer) to calibrate your monitor.

Once the plug-ins are installed and your monitor is calibrated, you simply need to select the "Proof PDF" option, which is available as a final option after successfully preflighting your ad in Adsend.

When you enter your initials to approve the proof, it becomes certified and information about the condition of the proof at the time of approval is captured and shared with the Publisher. This way, both Sender and Publisher will have the same reference and can look back at the proof if it is ever required.

Please note that Certified Soft Proofing is an opt-in service for Publishers. They can choose to either mandate a Certified Soft Proof or offer it as an option. If a Publisher chooses not to offer soft proofing, it will not appear as an option after preflighting for that Publisher.

## ► What platforms and devices are supported?

Intel Processor OS 10.5.x 10.6.x

Safari 3 & 4

Coming soon ... Intel® Pentium 4, Xeon or Core processor or higher

Internet Explorer 7 and 8, Firefox 3.6+, Safari 4

**Graphic cards minimum requirement:**

ATI Radeon 9700 / 9800

ATI Radeon X500 / X700

GeForce 6 Series, GeForce FX Series

**Supported Monitor Calibration Devices:**

X-Rite i1 Pro (in its various bundled forms)

X-Rite i1Display 2/i1Display LT

► Why do I need a Certified Soft Proofing?

Adsend Certified Soft Proofing greatly reduces the cost and time involved in generating traditional 'hard' proofs and enables secure delivery right up to the publication deadline. It also gives you an overall gain in control throughout the process, as well as a readily available audit trail because the approved proof is digitally archived (along with the proofing metadata) once the ad has been delivered to the Publisher.

► What proofing options are there?

#### **Mandatory**

Some publishers may require a Certified Soft Proof as part of the sending process - this may vary by publication or type of advertising.

When a soft proof is mandatory, it will be highlighted in the File Report and step-by-step instructions made available. Clicking on the 'Proof PDF' button will open the proof to the publication's correct specifications, including the correct destination colour profile, paper white value, colour temperature and luminance.

#### **Optional**

Some publishers may offer a Certified Soft Proof for extra quality assurance in the sending process. This will be offered in the job ticket 'Extras' section. It will also be shown in the File Report as a warning, giving you the option to proof at this stage.

► What do I need and how much does it cost?

A spectrophotometer to calibrate your computer monitor is all you need. You can buy a spectrophotometer for around \$250+GST.

A one-off soft proof costs just \$15 (charged when you view the soft proof). For details about purchasing a spectrophotometer or just call our Sales team on (02) 9467 3200 for details.

► What makes the proof certified?

When you view the proof on screen, a simulation of the finished ad is provided using the approved colour profile of the publisher held within Adsend. We then capture the screen calibration details of the proof at the point you approve the colour quality, ensuring the publisher receives the approved PDF and the settings used to view it. By supplying the publisher with the calibration detail that you viewed the PDF in, the proof can be deemed Certified as both parties have agreed to the same view of the file (within reasonable tolerances).

► What happens if I need to proof and the deadline is today?

As long as you have registered with Adsend and have an approved spectrophotometer, you simply need to ensure your screen is calibrated and you can send straightaway. If you need any more information or have a question, just call our Sales team on (02) 9467 3200.

- ▶ What web browsers are supported?
- ▶ How do I know if I have the required software for Certified Soft Proofing?
- ▶ What version of proofing software I am using?
- ▶ What is Calibration?
- ▶ Why do I need to calibrate my monitor?
- ▶ How often do I need to calibrate my monitor?

Safari on Mac is currently supported and support for Firefox and Internet Explorer for Mac & PC is just around the corner.

The proofing software within Adsend consists of 2 browser plug-ins. Each time you use Adsend Certified Soft Proofing the system will automatically detect if you have the correct plug-ins installed. Adsend will redirect you to the support page if the plug-ins are not detected when you click Proof PDF/View Proof or when you go to the calibration section. You can easily download the required plug-in for your browser from the Adsend Support page. Note: you should always restart your browser after installing plug-ins.

When you access a proof or calibrate your screen, the version of the plug-in currently in use is displayed on the control panel at the bottom right corner of the page.

The calibration process involves taking a set of colour measurements from your monitor using the spectrophotometer and adjusting the screen characteristics to display a benchmark view for the proofing service.

When you request a Certified Soft Proof for a given title, we can 'overlay' an output profile on top of the benchmark to show the printing characteristics of a specific printing process (paper, ink, etc).

Adsend calibrates the display and simultaneously generates an ICC profile. The display is first measured in its natural, un-calibrated state and then a correction is applied, changing the display's physical characteristics to match the parameters defined for proofing. After the calibration is applied, the display is measured a second time to create the ICC display profile. Adsend uses the ICC profile for creating image soft proofs.

The calibration process will take several minutes to complete and at the end of the process you will be notified if your screen has been correctly calibrated.

In order to show you what your ads will look like, Adsend checks your system to make sure it has a current calibration before applying the output profile. Without this, there is no way of showing you an accurate simulation of the printed ad.

When we send your ad to the Publisher, we also send your screen calibration details, so that the Publisher knows if you have approved the ad in 'optimal' conditions. The more accurate your calibration is, the closer the on-screen proof will be to the printed ad.

To ensure the best results, you should calibrate every proof. Depending

on the quality of your monitor, some screens do stay in calibration for a few days. However, it is best to carry out a quick calibration validation to ensure that your calibration is still correct before approving all proofs.

► What happens if I don't calibrate?

Calibration is necessary to ensure the file is correctly viewed on your monitor and to enable the details to be saved with the approved PDF for delivery to the Publisher. Calibration needs to be recalculated on a regular basis and you should recalibrate your screen at least once a week. You are advised to do it more frequently for colour critical campaigns.

If you don't calibrate, you will be unable to send to titles that mandate a Certified Soft Proof. Adsend will warn you when your calibration is more than 7 days old but the system will not prevent you from proofing with older calibration settings.

**Please note:**

The whole purpose of creating a Certified Proof relies on accurate screen calibration. Failure to calibrate your screens regularly will result in inaccurate proofs being displayed. Please also note that we capture the date and results of your screen calibration when we deliver your ads to the Publisher. Screens that are out of calibration will not constitute a Certified Proof.

► How can I calibrate my screen correctly?

Calibrating your screen is easy. All you need is a spectrophotometer (screen calibration device) which attaches to your computer USB port and 'reads' your screen, capturing the colour information, enabling the spectrophotometer software to automatically calibrate your screen.

Because the display calibration is so critical to the quality of a soft proof, when you login, Adsend shows you your monitor calibration as a reminder. You will not be able to send a Certified Soft Proof to a Publisher if your calibration is more than 7 days old.

► What do the traffic lights in the proofing screen mean?

The light will show amber if one of the 3 values is just at the limit of tolerance. It will show red if the values are outside the tolerance specified by the Publisher. You will need a green or amber light in order to obtain a Certified Proof. A red will not allow you to get a Certified Proof.

The traffic light showing in the proofing screen indicates if the proof you see on the screen is valid for the current calibration taking into account the temperature, luminance and also the date when you last calibrate.

► Why do I get a red or amber light after calibration when I proof a PDF?

The light will show amber if one of the 3 values is just at the limit of tolerance. It will show red if the values are outside the tolerance specified by the Publisher. You will need a green or amber light in order to obtain a Certified Proof. A red will not allow you to get a Certified Proof.

Make sure you use the default settings for the calibration parameters as they are the ones specified by the Publishers. If you are not sure, re-calibrate your screen using default parameters.

► When can I proof my ad?

Proofing your ad is the final stage in the CSP process before sending the file. You must ensure that all issues outlined within the file report have been addressed and approved before you can send. Remember that you can not use the cropping tool to resize your ad after you soft proof, so ensure that you are completely satisfied with the preflight report before you proceed.

Once you have approved the preflight reports, you will be able to proof your ad as the final quality control step. Then you simply click send and the ad is delivered directly to the Publisher.

► Can I send an ad without using soft proofing?

If the Publisher mandates a Certified Soft Proof, you will be forced to approve the proof before you can deliver the ad. When you create the ticket, you can check if the service is available for the selected title and if it is mandated or optional.

Note: if the proof is optional then it is up to you whether you want to use soft proof for extra quality assurance. In this case you do not have to approve the proof.

► When do I get charged for the service?

Adsend will charge you as soon as you click "Proof PDF" with a one-off charge. Once you proof the PDF you can view it again and re calibrate the screen without additional charges. If you re-submit another PDF for the same job, the proof will have to be regenerated and therefore a new charge will apply for the job.

The basic cost for the service is \$15 per proof.

► Will I get charged twice if I upload a new PDF for the same job?

A proof is generated for each PDF being uploaded, so Adsend will charge you for a second proof. The charge is applied once you view that proof.

► Is it possible to get a proof that is not certified?

If you receive a red light while viewing the proof and still approve the proof, it will not be declared as certified since it does not comply with the condition dictated by the Publishers.

If you get a red light on a proof, you must re-calibrate your screen so that the proof can be displayed under the correct conditions. To ensure you get a Certified Soft Proof, it is recommended that you calibrate as often as possible.

► Where can I find out more about Certified Soft Proofing?

Should you have any other questions, please contact our Sales team regarding our service offering or alternatively contact our support team for any technical questions.

Adsend Client Services Team

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