

Time Inc. Specifications for creating an ad with a Spot Varnish or Scent

Description: A Spot Varnish or Scent is a specific area in an ad that may have a special coating either to give a specific coating or a scratch and sniff effect.

Specifications for Ads with a Scent or Varnish:

All Photo Elements should be created in Photoshop and placed in a Page layout program such as Adobe InDesign.

The area that is going to get the Spot Varnish or Scent must be indicated by a Spot color vector object that is created in a Vector based Drawing program such as Adobe Illustrator. Then Placed over the Images in InDesign.

The Spot Color object MUST be set to overprint. This is to ensure that background image will show through once the varnish or scent is applied.

Instructions for creating the Spot Varnish Object.

1. In Adobe Illustrator create your object. This can be whatever shape you want it to be.
2. Fill that object with the Spot color of your Choice. It can designated as a Pantone color or a custom Swatch. The color and CMYK equivalent Values do not matter. Please make sure the Tint or Opacity is set to 100%
3. Select the Object, from the “Attributes” option (found in the “Window” menu) make sure the “Overprint Fill” option **IS** checked.
4. Save the File as an EPS file or Illustrator File.
5. Place the saved object into your InDesign document over the background images.
6. Export your PDF In InDesign as a PDFx/1a. Upload your PDF to the direct2time.sendmyad.com portal

To help verify that it is created properly make sure Overprint preview in InDesign is TURNED ON. This is found under the VIEW menu. If it is correct the Varnish object should appear transparent like the star image on the left below.



properly created Scent or Varnish



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