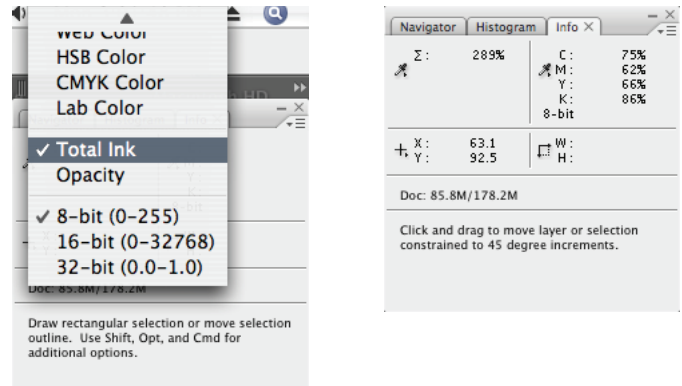




**HUDSONYARDS**  
 500 Washington Street  
 San Francisco, CA 94111  
 (415) 986-1011

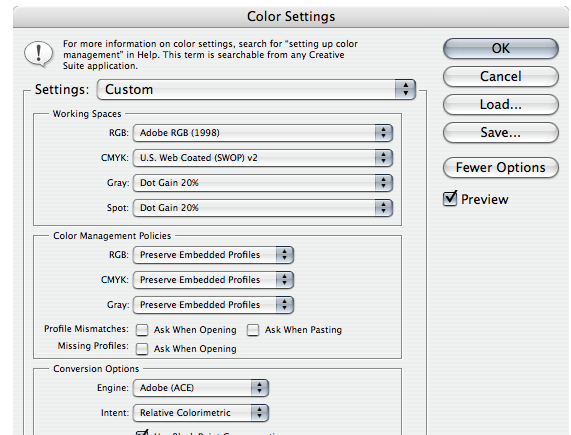
### For Better Print Quality

**Total Ink Density**, or total area coverage is the amount of ink in one area of the image. For better print quality, it is best that images are less than 300% total ink density. The total ink density for Dwell Magazine is 280%. The total ink density can be read from the Photoshop Info Palette. Select one of the Eye Dropper Icons and select Total Ink. Place the cursor in any of the shadow areas or the darkest area in the image. The info will show the total ink for that area.

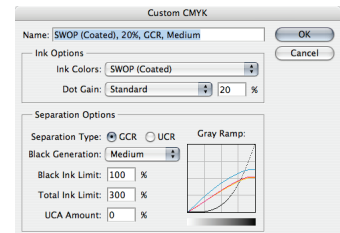


### For RGB:

To adjust the total ink density, the easiest method is starting with the RGB image and converting with a CMYK profile. It is usually best to do all corrections in the RGB color space before converting the file to CMYK. There are many profiles to choose from. A suggested profile to use is SWOP2006\_Coated3v2.icc, which can be downloaded from [www.idealliance.org/industry\\_resources/branding\\_media\\_and\\_color/swop/resource/swop\\_downloads](http://www.idealliance.org/industry_resources/branding_media_and_color/swop/resource/swop_downloads). Or you can choose one of the profiles in Photoshop. Choose the best one that meets your needs. The common profiles will have an ink density about 300%.



Another method is doing a custom CMYK conversion. Using this method can affect the color, and usually not recommended for color management reasons.



### For CMYK:

If you are starting with a CMYK image, changing total ink density can visually change the color of your image, so be advised this is not ideal (better to convert from RGB). When starting from CMYK, it is best to mask the shadow areas and adjust the total ink density using Curves or Selective Color. The lower the total ink density, the thinner or grayer the shadows will look making the image look flatter. You will want to see a GRACoI/SWOP certified proof before submitting the corrected ad.

If you wish to use HudsonYards to lower the ink density, you may upload the file to [ftp.gohysf.com](http://ftp.gohysf.com). The cost is \$50 plus proof. Price list and credit card form are attached.