Here are tips to efficiently submit your work for production. Your customer service representative is ready to assist you with job preparation.

DESKTOP PUBLISHING APPLICATIONS:

QuarkXpress	Adobe PhotoShop	Microsoft Word*
Adobe InDesign	Adobe Acrobat	Microsoft Publisher (PC Only)*
Adobe Illustrator		

*Not recommended for commercial printing

SUPPLYING FILES:

Disk, Drives & File Transfer: CD, DVD, Flash Drive, E-mail and Insite.

(We recommend Compressing attachments or electronic transferred files. Mac users should use StuffIt and PC users should use WinZip.)

Native, PDF and EPS files are all acceptable formats to supply your files.

Supplying Native Files: Fonts need to be supplied for your job each time you submit a job. If we do not receive the necessary fonts to process a job, type reflows or substitutions may occur and your job may be delayed.

All Graphics and Images need to be supplied either as CMYK or grayscale halftones with file size at a minimum of 300 dpi. Line art should be at least 600 dpi, 2400 dpi preferred. Black and white line art should be in bitmap TIFF format. Keep file name 30 characters or less. Any supplied RGB files will need to be converted to CMYK and additional charges may occur.

Be advised that gif., wmf., and pict files are web formats and are not recommended for printing purposes.

Creating PDF Files:

In modifying job options, disable all image compressions and embed all fonts. Crop marks should be offset .125″ and bleeds need to be a minimum of .125″ (Crop marks are recommended so size can be verified and bleeds are visible.) Export PDF as single pages. No security – No OPI. PDF presets are available on our website for both InDesign and QuarkXpress.

Page Construction:

It is best to create pages as single pages, set up as facing pages, built to their actual trim size. Elements that bleed off of the page must extend 1/8 inch over the edge of the page on all three outer edges. Live matter must be a minimum of ¼ inch inside the final trim to ensure that no essential information is trimmed off.

Drill holes should be 3/16 inch from spine. Live matter should be at least 1/8 inch from drill holes. Avoid supplying art directly from vector art programs such as Macromedia FreeHand or Adobe Illustrator. Instead, save the final design as EPS and import it into a layout program such as QuarkXPress or InDesign.

When creating brochures and panel pieces that fold into itself, consult with your estimator to make sure your panel sizes are correct in conjunction with the fold.

Hard Copy Printouts:

It's always beneficial to supply final color or B/W laser printouts with your digital files. Printouts should be at actual size or note what percentage the lasers have been reduced. Note any special instructions directly on your laser proofs before submission. Indicate on your proofs any areas in which you have trapping, overprinting or knockout concerns. Indicate color pages or spot colors when printing B/W lasers.

Color Management:

All high resolution images should have a total ink limit of 300. *(CMYK when added together should not equal more than 300)*

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