

Electronic Pre-Press Procedure

We have both PC's and Mac's in our graphics and electronic pre-press departments, therefore all files must be in a **universal format** usable and readable on both platforms. If you do not understand these specifications, please contact us.

- **ALL OUTPUT FILES MUST BE ACCOMPANIED BY A HARD COPY REFERENCE OR MATCH PRINT-OUT OF THE FILE, AND SHOULD BE CLEARLY IDENTIFIED AND MARKED FOR SIZE AND COLOR BREAK. Generating missing reference or match prints from customer artwork will be charged for.**
- **DISK REQUIREMENTS:** Files may be supplied on 3.5" floppies, CD Rom or 100 Mb Zip disks. Please include a printout of the disk contents and indicate which specific final output files are to be used.
- **GENERAL GUIDELINES FOR FILE PREPARATION:**
 - DOCUMENT SIZE:** Create your document to the exact final size you want final print size to be.
 - BLEED AREAS:** All bleeds should be set up to a **MINIMUM OF 1/8" beyond trim.**
 - CROP MARKS:** Internal crop marks should be set to REGISTRATION color so they appear on ALL plates when output. Our templates provide all required marks.
 - REGISTRATION MARKS:** Please use our pre-press templates. They provide all required marks.
- **FINAL PREPARATION OF DISK FOR OUTPUT:**
 1. Please put ALL PLACED, or imported elements of your final document into ONE folder and label it **ART.**
 2. Please place the **FINAL DOCUMENT FILE** itself into another folder and label it **MECHANICAL.** This folder should contain only the **final version of your document**, and no earlier versions, and should **match the hard copy** you supplied of the file. The final output file must be flattened, CMYK, 300dpi if they are to be printed in 4 process colors. If output file is to be printed with spot or PMS colors, separate output files should be generated for each color to be printed and marked for exact color.
 3. Please place all FONTS used in the document, or any of its placed elements into another folder and label it FONTS. Remember to include both SCREEN and PRINTER fonts. These fonts will be used for output purposes only, and will be deleted after job has been completed.
 4. Open your completed file from the disk you will supply us and make sure that all links to imported graphics are in place, and status is "OK" in picture usage menu, or links menu.
 5. Double check all fonts usage and make sure you have placed them in fonts folder on disk.
 6. Delete all other files from disk that are not used for your final document.
- **APPLICATIONS SUPPORTED:** Documents may be created in Illustrator, Photoshop, Pagemaker, Freehand or QuarkXpress or others, but output files must be in a non-layered universal format such as .TIF or .EPS format. Please identify the application and version that was used to create the files.
- **PHOTOSHOP FILES:**
 1. All imported photoshop files should be saved as CMYK, GRAYSCALE, or DUOTONE, for BITMAP for lineart. **DO NOT USE RGB, LAB, or INDEX COLOR.**
 2. Imported photos should be created at a DPI appropriate for the line screen in which they are to be output. Here is a general formula to use for calculating DPI: $DPI = (LINESCREEN) \times (2) \times (\% \text{ of imported graphic})$.
 3. **PHOTOSHOP FILES:** Save Photoshop files as EPS, or TIFF files; do not use lossy formats such as JPEG OR LZW compression.
- **ILLUSTRATOR/FREEHAND/QUARKEXPRESS:**
 1. You **MUST** supply a copy of all imported/placed images in the ART folder and all fonts used, even system fonts, in the FONTS folder.
 2. Save text and logo line art as "outlines" to assure accurate output.
- **FONTS:**
 1. Only use POSTSCRIPT fonts in layered files. TRUE TYPE fonts should only be used in flattened output files.
 2. Do not use the type style menu, or control bar to stylize your type. Select the actual stylized font from the font menu. For example, use HELVETICA BOLD instead of applying a "bold" style to the Helvetica font.
- **PAGE LAYOUT:**
 1. Do not use the "WIDTH" "HAIRLINE" for any rule, or box - it will not print.
- **COLORS:** Please delete ALL unused colors from ALL elements of your document in the native program used to create them.

We will use your **final output files** for printing; your native application files are only for use if any changes or alterations are required. We will charge for any modifications, printouts, changes or alterations including properly conforming to our templates, for ANY work that is required to be done to conform files to our specifications.

Thank you. Your cooperation will help us serve you better. If you have any questions please call 1-253-847-5990