

Frequently Asked Questions (FAQ) Regarding Submitting Digital Files to Master Print, Inc.

Q: What file formats does Master Print accept for electronic file delivery?

A: Master Print accepts a wide variety of file formats from all the popular graphics and design applications, including QuarkXPress, PageMaker Adobe InDesign, Illustrator, Photoshop and Acrobat. It is important to note that non-commercial printer friendly software such as Publisher, Word, and PowerPoint could require additional prepress charges due to RGB to CMYK conversion and font issues. (Please call for details so that we can help you regarding these programs)

Q: Does Master Print accept electronic file transfers?

A: We accept electronic file transfers via E-mail and FTP. Ask your Master Print representative for their E-mail address and our FTP information.

Q: Does Master Print have any specific requirements for files being transferred?

A: If you want to send your digital files using the Internet, Master Print prefers that you use FTP (File Transfer Protocol). To avoid corruption and allow for easier and faster upload:

- Combine all your files (fonts, graphics and page layout program) into one compressed folder using Winzip or Stuffit.
- E-mail a PDF of the file or fax a hard copy to your Master Print contact so they can reference it to the corresponding file placed on the FTP site.
- If you don't already have a user name and password to access the FTP site contact your Master Print representative and we can set you up.

Q: What are Master Print's guidelines for page layout files?

A: Format your document to a page size that is the same as the final trim size of your book.

- Bleeds should be set to a MINIMUM OF 1/8" beyond trim size on all edges.
- Supply all type fonts used, including printer and screen fonts. 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.)
- Delete ALL unused colors from your document in the native program used to create them. Be sure to name all colors accurately and consistently.

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Q: What are the Master Prints guidelines for graphic files?

A: Graphics should be in a PostScript format (.TIF or .EPS). Scaling and rotating of images should be done prior to placement in the final document. In other words, do these manipulations when scanning or in a graphics application such as Photoshop. Readily available clip art in the PICT, Paint, or Windows Metafile formats should be converted in Photoshop prior to use in a final document.

- Photos should be saved as CMYK, GRAYSCALE, MONOTONE or DUOTONE.
- Line art should be saved as BITMAP.
- Save graphics as .EPS, or .TIFF at 300 DPI.
- Bitmapped logos and graphics can be saved at 1200 DPI. JPEGs can be used as long as they are maximum quality, sized at 100% and CMYK.
- DO NOT USE: LZW Compression, RGB, LAB, or INDEX COLOR.

Q: What are the top errors that can be avoided to save time and additional charges?

A: The fast-paced growth of computer technologies has made the submission of digital pre-press material more efficient and cost-effective. The new technologies, however, are not always fail safe due to the number of variables involved. Many problems can be prevented with the use of a preflight program, or specific file collection software such as: Collect for Output (Quark), Provide for Service Provider (PageMaker), or Package (InDesign). Please include a printout of the disk contents and include only the files to be output. Below is a list of common errors.

- Missing fonts and graphics.
- File size needs to be trim size.
- Bleeds need to extend 1/8 inch past page trim.
- RGB images need to be converted to CMYK.
- Photos need to be high resolution.
- Colors need to be in agreement throughout the document and graphics.
- A PDF or hard copy needs to be sent to your Master Print contact.
- Color, quantity and any special information needs to be provided to your Master Print contact.

Call Master Print with any questions on how to make your files more cost-efficient and trouble free.