

File Submission

The fast-paced growth of computer technologies has made the submission of digital prepress material more efficient and cost-effective. The new technologies, however, are not fail safe due to the number of variables involved. Many problems can be prevented by following the standardized procedures outlined below. For the best results follow our guidelines for submission.

All jobs submitted for electronic output should be accompanied by a faxed laser proof or E-mailed PDF generated by the files submitted, and should be clearly marked for size and color.

FILE REQUIREMENTS: Use of a Preflight program, or a specific file collection feature such as: Collect for Output (Quark), Provide for Service Provider (PageMaker), or Package (InDesign) is recommended. Please include a printout of the disk contents and include only the files to be output.

ELECTRONIC TRANSFER: Files can be E-mailed or uploaded to our FTP site. (Please contact your Master Print Representative for details.)

APPLICATIONS SUPPORTED: QuarkXpress, PageMaker, InDesign, Illustrator, Photoshop, and Freehand. Publisher, Word, PowerPoint and other non-commercial printer friendly software could require additional prepress charges due to RGB to CMYK conversion and font issues. (Please call for details)

PDF FOR PRINT: With all fonts embedded, CMYK or Grayscale high resolution images, proper spot color separation and crop marks with bleed.

General Guidelines for File Preparation

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

BLEED AREAS: Bleeds should be set to a MINIMUM OF 1/8" beyond trim size on all edges.

IMAGE FILES: 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 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.

FONTS: Supply all type fonts used. Include 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.)

COLORS: Please delete **ALL unused colors** from ALL elements of your document in the native program used to create them. Be sure to name all colors accurately and consistently. If spot colors are used in EPS files or duotones, they should be named in agreement with the colors used in the base document. If the document is to print in process colors convert PMS colors to the process match.

ILLUSTRATOR/FREEHAND: If no type corrections are needed, convert fonts to outline and save as EPS. Include original files for all placed art. Document mode should be set to CMYK.