



how to **OUTPUT** your files

- All files submitted must be accompanied by a final hard copy.
- Set the document size to match the final trim size.
- All fonts and all linked graphics must accompany files.

Without fonts or linked graphics, we cannot correctly output your files.

- Save the Illustrator or Freehand images as EPS and place in Layout Applications.
(ex. QuarkXpress, Pagemaker or InDesign)
- If using Photoshop, flatten the layers and save your file as TIFF or EPS.
- All halftone images should be at least 300 dpi at the final output size.
- Leave at least 1/8 inch clearance on all four sides of your page.
- All bleeds must be extended at least 1/8 inch beyond the document's edge on all four sides.
- All images should be **CMYK NOT RGB or LAB**. (Except Spot Color job)
- Use same name for spot colors.
- Fonts should not be stylized in the page layout program.
- All fonts used in EPS files must be Converted to Outlines.
- Always include all screen and printer fonts.

(Don't forget fonts you used in your EPS / Linked graphic files)

- For collecting all your files for output, you should use:

For Quark Xpress the Collect for Output Command.

For Pagemaker choose the Copy: All linked files from your save as command.

For Indesign use the Package command.

For Microsoft Publisher use the Pack and Go command.



FILE APPLICATIONS & FOLDERS

- Please do not use of special characters in file and folder names.....

such as: < > / \: * ? " |

- PostScript files are to be written according to specifications outline in PostScript Submission for Computer to Plate (PDF) customer guide.
- Please supply us with die lines and any other special instructions, so your file can be expedited in a timely fashion.

WHAT IS CMYK

The four printing process colors based on the subtractive color model.

A **COLOR MODEL** used in color printing. The CMYK color model simulates a full range of color by mixing varying percentages of four primary colors: Cyan, Magenta, Yellow and Black.

When these colors are printed on a page, they subtract from white light that reflects off the page, creating the illusion of color; for this reason, CMYK is a "subtractive" color model. Almost all color printing is done by using these four colors; color printing done this way is called "four-color" or PROCESS printing.



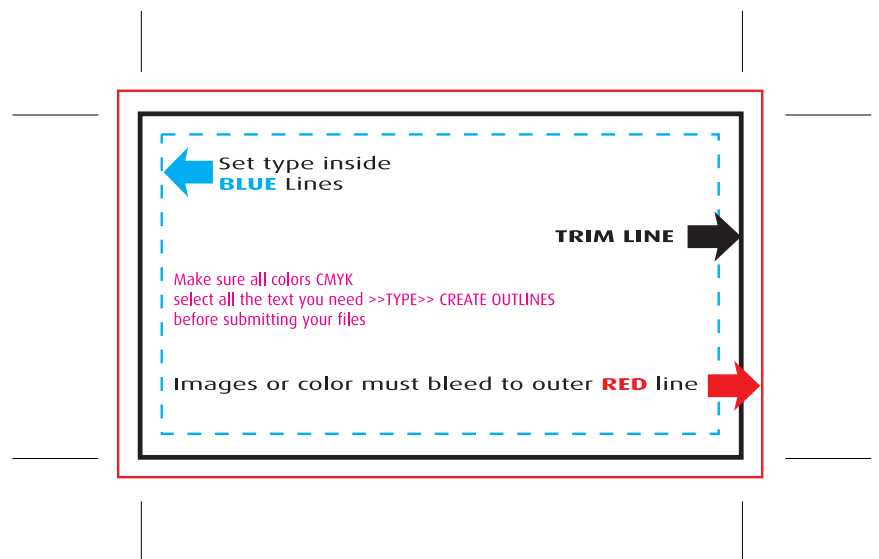
Photoshop

- TIFF files should be saved with no **LZW** compression.
- **JPEG** files should be saved with **MAXIMUM** quality.
- Minimum resolution of 300 dpi for artwork.
- **Bitmap** files must have a resolution of 2400 dpi.
- Total ink coverage of a scan should not exceed 320%
- Images should be scanned as close to 100% of final size as possible.
- **DO NOT** SUPPLY US WITH **RGB** IMAGES.
- **Flatten** all Photoshop layers before saving artwork before submission.
- All bleeds must be extended at least 1/8 inch beyond the document's edge on all four sides.
- **JPEG** files should be saved with **MAXIMUM** quality and minimum resolution 300 dpi.

BLEED

Extra image that extends beyond the edge of the page.

Any time an image or a color is printed to the edge of a page, the image or color should extend at least 1/8" off the edge so that when the page is trimmed on a mechanical cutter, small variations in the trim will not result in a white line down the edge of the page.





TYPE

- Type should not be closer than 1/8" of trim.
- To ensure print quality, black line copy should be a minimum 5pt Sans Serif medium font.
- Fine lines and rules should be restricted to one color.
- Specify rule width to maintain consistency. Do not use of "hairline" rules.
- Reverse type should be used within a minimum number of screens.
- Convert all the PMS color to **CMYK** for output file.
- To ensure print quality, reverse type should be a minimum 8pt Sans Serif bold face font.
- Please set black object and type over **18pt** to be **60C, 40M, 40Y, 100K**.
- Fonts should be Type 1 PostScript fonts.
- Type 1 fonts require screen and printer fonts to be supplied with submission.
- Please avoid the use of Truetype fonts if possible.
Truetype fonts do not yield consistent results.
- To avoid any delays to your files please outline your type when supplying EPS documents.
- All type should be easily read and of a dark density.

POSTSCRIPT AND PDF FILE

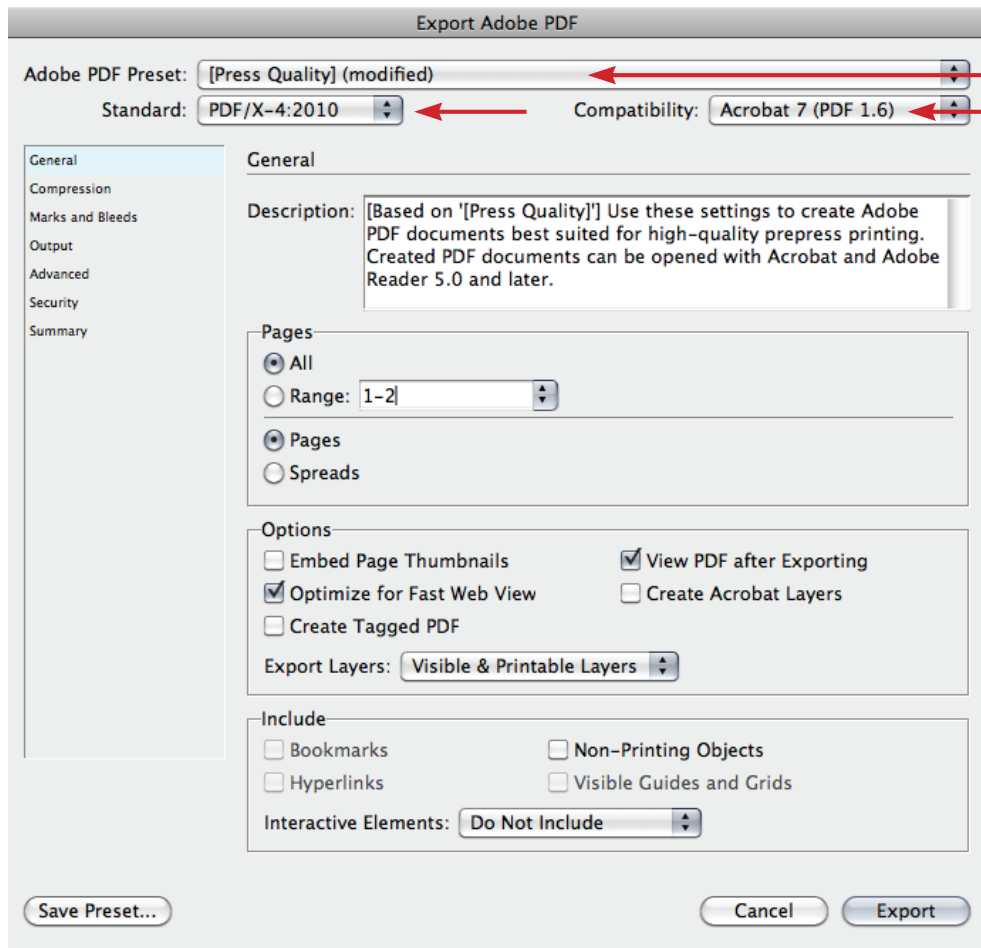
All PDF files should have a minimum resolution of 2400 dpi (2540 dpi is preferred) and must have all fonts and images imbedded. The PDF must either include bleed or be created 1/8" larger in both height and width to compensate for bleed.



how to **OUTPUT** your PDF files

Setup your PDF Presets

Go to Applications >> File >> Adobe PDF Presets >> Press Quality



1 **General**

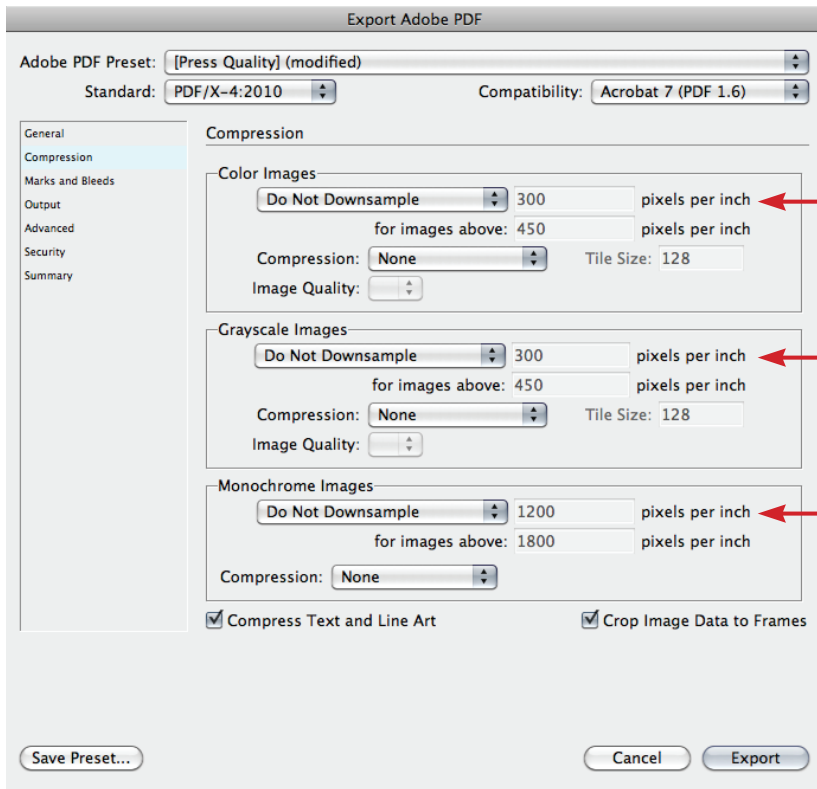
Adobe PDF Preset
>> **Press Quality**

Standard
>> **PDF/X-4:2010**

Compatibility
>> **Acrobat 7 (PDF 1.6)**



how to OUTPUT your PDF files



Export Adobe PDF

Adobe PDF Preset: [Press Quality] (modified)

Standard: PDF/X-4:2010 Compatibility: Acrobat 7 (PDF 1.6)

General

Compression

Marks and Bleeds

Output

Advanced

Security

Summary

Compression

Color Images

Do Not Downsample 300 pixels per inch
for images above: 450 pixels per inch

Compression: None Tile Size: 128

Image Quality: []

Grayscale Images

Do Not Downsample 300 pixels per inch
for images above: 450 pixels per inch

Compression: None Tile Size: 128

Image Quality: []

Monochrome Images

Do Not Downsample 1200 pixels per inch
for images above: 1800 pixels per inch

Compression: None

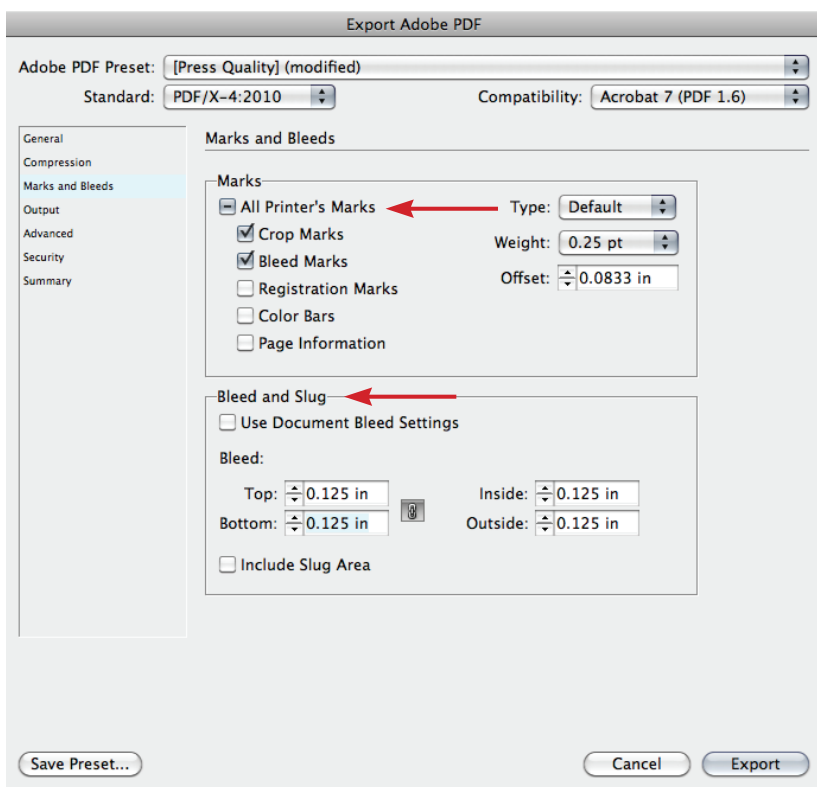
Compress Text and Line Art Crop Image Data to Frames

Save Preset... Cancel Export

② Compression

Change all Compression
>> Do Not Downsample

Compression >> None



Export Adobe PDF

Adobe PDF Preset: [Press Quality] (modified)

Standard: PDF/X-4:2010 Compatibility: Acrobat 7 (PDF 1.6)

General

Compression

Marks and Bleeds

Output

Advanced

Security

Summary

Marks and Bleeds

Marks

All Printer's Marks Type: Default

Crop Marks Weight: 0.25 pt

Bleed Marks Offset: 0.0833 in

Registration Marks

Color Bars

Page Information

Bleed and Slug

Use Document Bleed Settings

Bleed:

Top: 0.125 in Inside: 0.125 in

Bottom: 0.125 in Outside: 0.125 in

Include Slug Area

Save Preset... Cancel Export

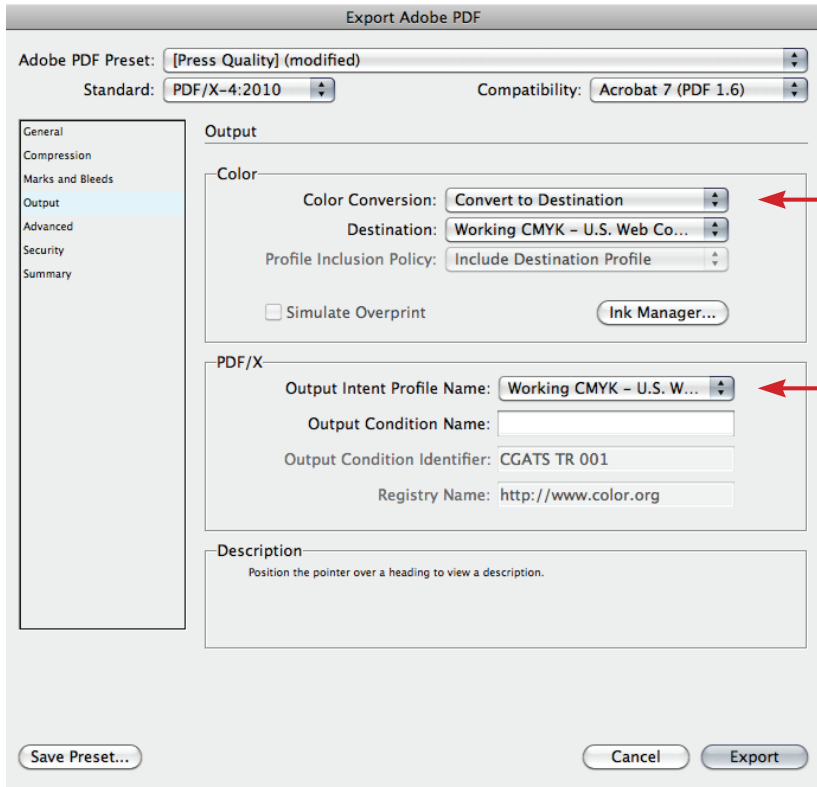
③ Marks and Bleeds

Marks
>> Select Crop Marks
>> Select Bleed Marks

Bleed
>> Need 0.125" all four sides



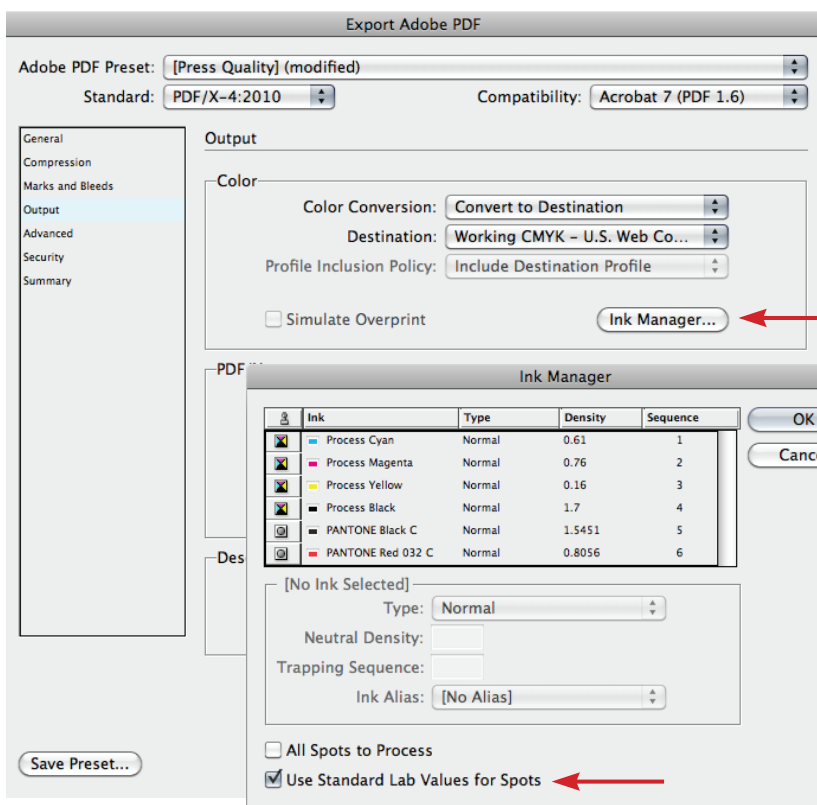
how to **OUTPUT** your PDF files



4 Output

Color Conversion
 >> **Convert to Destination**

Destination &
 Output Intent Profile Name
 >> **Working CMYK -
 U.S. Web Coated (SWOP) v2**



5 Output - Spot Color

If it's 4 Color + Die Line
 >> please setup your Die Line file to
 any PMS Color and choose the color