

Tips for successful printing:

In order to output your job properly, we require all fonts, graphics and documents used to create your job.

File formats accepted:

native files from professional desktop programs:
Adobe InDesign, CS4 or if CS5, please export to an .indd file
Quark Xpress 8

High Resolution CMYK PDFs- distilled using press optimized settings. Crop marks set .25" from the artwork and bleeds set at .125" be sure to check your separations for correct color breaks. If we have to manually color separate your file or add bleeds or crop marks, there will be additional charges.

Other file types, which require additional prepress time and possibly additional cost:

Illustrator- vector .eps files- all fonts outlined, or include fonts used

Photoshop layered files at 300 dpi and final printed size - leave text editable- do not rasterize.

Do not use images off the web, aside from copyright issues, they are generally 72 dpi. You cannot increase resolution to 300 and expect good output results.

For bitmapped, raster images and line art scan at 1200 dpi.

Word, Publisher and other Microsoft documents:

Please contact us for a detailed explanation on how to create PDFs. We would like to discuss color settings before sending the file, and use Distiller to output to pdf or when using publisher, please "save as" a commercial print (300 dpi) tif. Another option for publisher is to download the free PDF creator from Microsoft found in the Microsoft download center. "Microsoft Office Add In: Microsoft Save as PDF or XPS." Once installed: under File, Publish as PDF or XPS then at the bottom click "change" and optimize for commercial press. If you have bleed, then click the print options button and make sure it will print one page per sheet, add an inch to each side in the size: for example 8.5" x 11" will become 9.5" x 12" and click allow bleeds and crop marks. Then click on Publish.

Word- include any images and fonts used along with the file or print to PDF using distiller and Press Quality settings. Be sure to uncheck "Do not send fonts to distiller" this will embed the fonts- this is critical to match your file. Word is not meant to be used in professional printing, so it should not be used if the job requires spot colors.

Color: CMYK vs. RGB and Spot Colors

CMYK is the colorspace used for commercial printing and based on inks. Colors on press are created by using four inks, cyan, magenta, yellow and black. RGB colorspace is based on light and used on the web and in monitors. It is important to change your colors to CMYK before printing to see the color shift that occurs between the two colorspace and to avoid any extra prepress charges.

Pantone colors are pre-mixed inks for a specific color. If you have questions please call us.

Artwork and images: Please be sure that you link, not embed all graphics in your layout program. Do not use compression in TIF images. JPG and GIF files are not normally accepted. JPG images at the correct final size and at 300 dpi will work, however be advised that by creating a JPG image, the file is interpolated and image "artifacts" are created, causing jagged edges and random blocks of color that show up in solid areas of color. Image quality is deteriorated when using JPG files.

Checklists:

PDF files

- all fonts embedded
- bleed included -.125" min.
- file is correct size and set up as single pages
- multipage doc is in reader's spreads
- all images 300 dpi or high enough resolution
- color breaks are correct
- CMYK images
- check for duotones
- hard copy proof for reference

Native files

- all fonts included
- bleed included -.125" min.
- file is correct size and set up as single pages
- multipage doc is in reader's spreads
- all images included
- all images 300 dpi and cropped to size
- color breaks are correct
- CMYK images - tif or eps files
- check for duotones
- hard copy proof, folding dummy or PDF for reference