

What File Formats Do You Accept?

- 1 - Encapsulated PostScript (*.eps) - **Recommended** (Illustrator files must be saved for Adobe Illustrator 11 /CS1)
- 2 - Acrobat Portable Document Format (*.pdf) - **Must be flattened & CMYK** - see additional pages for saving files.
- 3 - Tagged Image File Format (*.tiff)
- 4 - JPEG image format (*.jpg)
- 5 - Adobe Photoshop Image (*.psd)
- 6 - Adobe Illustrator Artwork (*.ai)
- 7 - Quark Xpress file (*.qxd) - Must collect all images and fonts (TTF only)
- 8 - For InDesign files - version 1.0 (Back save newer versions) - All layers unlocked, fonts must be outlined & all images must be embedded.

***Publisher, Word, Works, Power Point and similar programs will be subject to setup charges.**

****When creating an EPS or PDF files - Fonts must be embedded. EPS files font should be outlined before saving the file.**

Bleeds

Business cards / Postcards - Image must bleed a minimum of .125 on ALL bleed sides of the card. NO on notepads. - minimum .125" gutter. Preferred .25"

What Should My File Resolution Be?

Minimum resolution recommended is 300dpi or better. 72, 150, 200 are not acceptable resolutions for printing. This includes **JPEG, TIFF**, and similar saved files. **PDF files - 600dpi requested.**

What Is Overprint?

Overprint can occur in Illustrator, Quark, Acrobat, Corel Draw, and Indesign. If an image has an overprint attributed to it, it will be sent to the back of the artwork.

What Should My File Color Mode Be?

All full color art work or image must be in CMYK (CYAN, MAGENTA, YELLOW, BLACK) color mode. RGB is an incorrect color mode that should not be used. If RGB values are used you may experience a color shift or washed out colors.

Do You Accept Border Jobs?

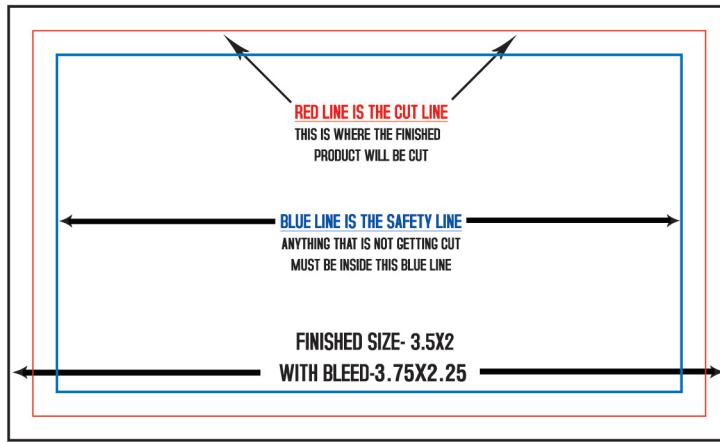
Notepads - Due to shifting in the cutting process and appearance of uneven borders, do not use borders (unless it is thick). **Business Cards** - Borders on a business card must be a minimum of .125" in from the cutting edge. Borders should be no less than a 2pt line.

What Is Safe Margin?

The safe margin is an imaginary line inside the document from the edge of the document size (usually 0.125 inch). Safe margin can contain pictures but should not contain text. If images, text, logos, etc... is close to to the safe margin it may be cut off during trimming.

Color Matching & Gangruns

Colors do not match the PMS (Pantone Matching System) colors when converted to four-colored process. We will use the industry standard charts to get the color as close as possible to your company's PMS color and samples you provide. A *gangrun* is where we group many jobs together on one press run to give you the best price possible. Business cards may run 40 to 50 on one sheet, postcards may run 6 - 10 on a sheet on so on. By doing this the customers split the cost of setups, film, plates, runtime and more. Due to the nature of offset printing, slight color shifts may occur throughout the press run, and from one printing to the next. Not responsible for quality of photo reproduction.



8.75"



BLEED - 1/8 INCH ALL AROUND

RGB vs CMYK

Programs like Publisher, Word, Works & Powerpoint build files in what is known as RGB.

Important Information About RGB and CMYK

Many graphics software programs give you the choice to work in either RGB or CMYK. These are called "color spaces".

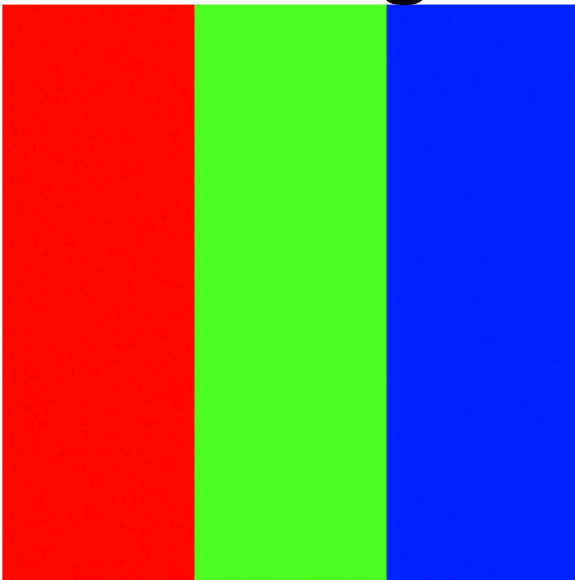
Scanners and digital cameras create images using combinations of just three colors: Red, Green and Blue (called "RGB"). These are the primary colors of light, which computers use to display images on your screen.

Printing presses print full color pictures using a different set of colors, the primary colors of pigment: Cyan (blue), Magenta (red), Yellow and Black (called "CMYK").

This is "4-color process" or "full-color" printing that comprises the majority of magazines and marketing materials you see every day.

At some stage your RGB file must be translated to CMYK in order to print it on a printing press.

RGB Images



Exact same CMYK Images



To Save a Print-Ready PDF

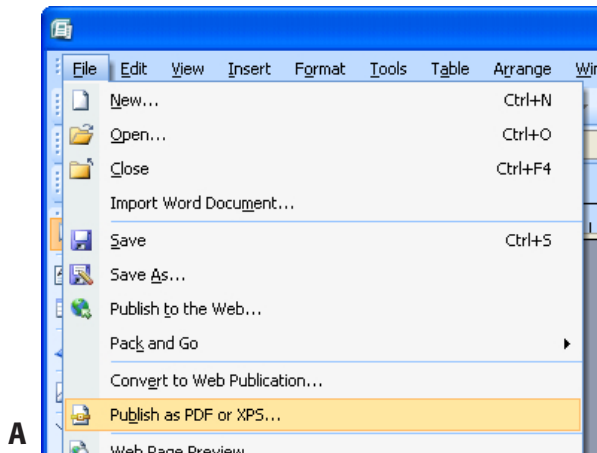
High resolution PDF with bleeds

In Microsoft Publisher 2007

To save or export a Microsoft Publisher file to PDF, you must first install the Save as PDF or XPS add-in for the 2007 Microsoft Office system. To do this Go to the Microsoft Save as PDF Add-in for 2007 and follow the instructions on that page.

1. Under the file menu select Publish as PDF or XPS (img. A).
2. Change the Save as type: to PDF and then click Change (img. B)
3. Select the Commercial Press option.
Notice at the bottom of this window, "Bitmap text when fonts may not be embedded." This is used to keep copyrights safe. Some font manufacturers will not allow a font to be transported to another machine. After you have made your PDF please open it up and look at it magnified to at least 300% size. If the type is jagged or chunky it will print this way when sent to us. If this is unacceptable please change the font to another style that is not protected.
Next, Click Print Options (img. C)
4. Add 1/4" to whatever page size you have set-up your project at and select Allow Bleeds.
Click OK (img. D).
5. Click OK until you are back to Publish as PDF or XPS and then click Publish. If you are presented with an error then correct them before proceeding. When the file is ready you should have window that looks like this. If you do not, follow the links and the Wizards will help you through them. Then Click Publish to continue. (img. E)

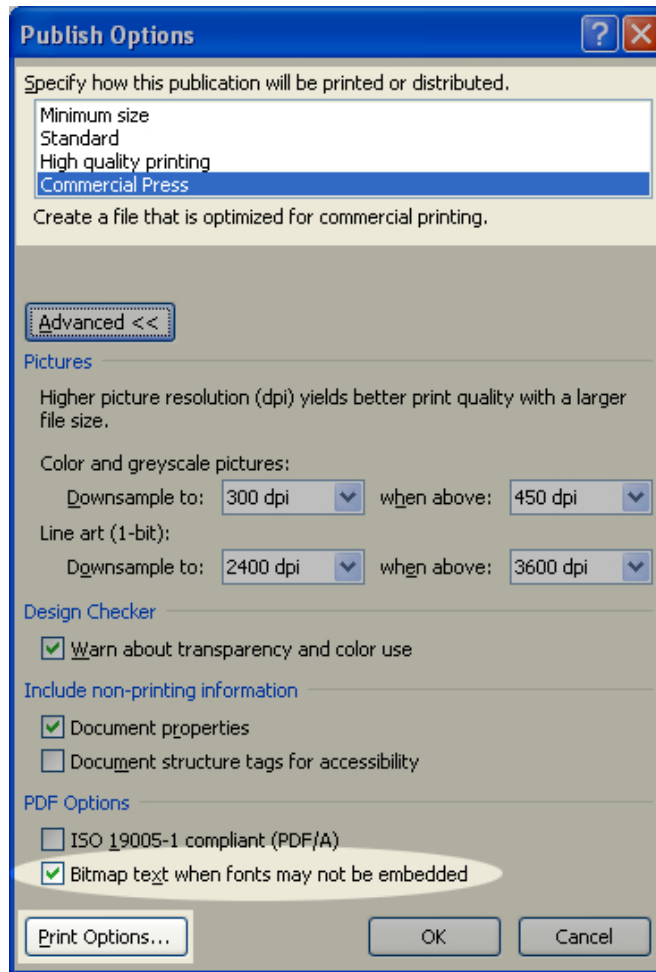
NOTE: One of the errors may be about the colors in RGB; change them to CMYK.



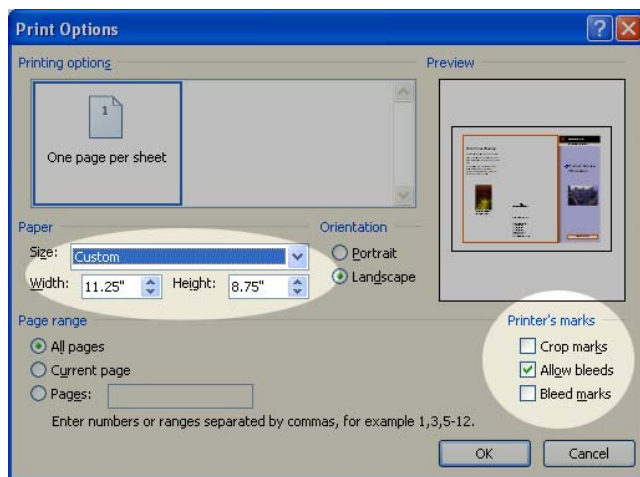
A



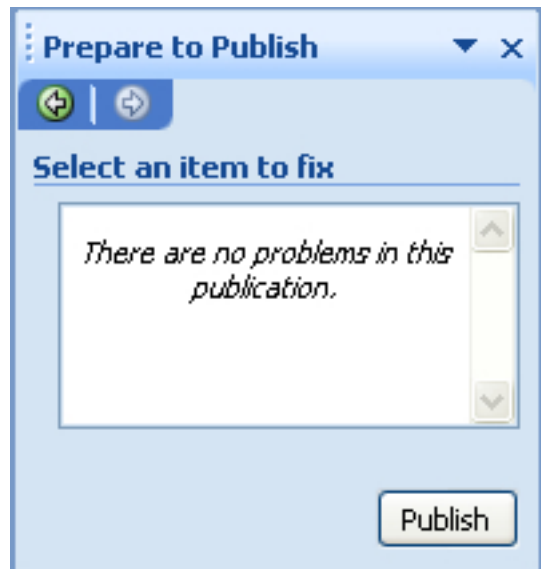
B



C



D

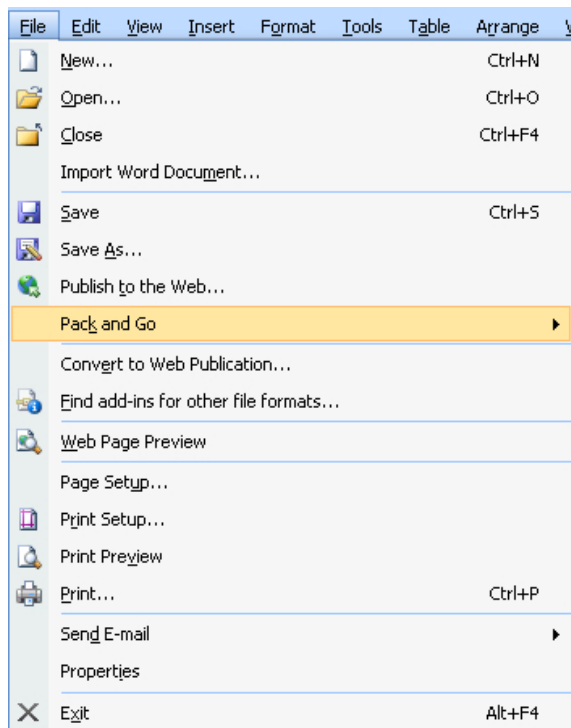


E

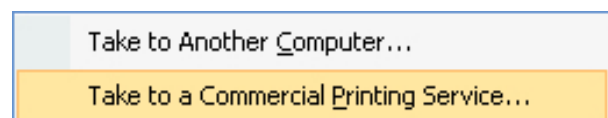
To Package a Publisher Document

Packaging your Publisher documents ensures the printer has all elements needed to work with your native file.

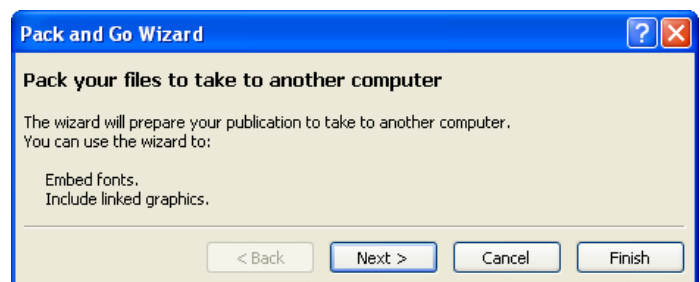
1. Under the File menu select Pack and Go (img. A-1).
2. A pop out menu will appear with two options, select Take to a Commercial Printing Service..(img. A-2).
3. After select Commercial Printing the Wizard window displays, click Next (img B).
4. Select where you want the file to be copied. Click Next (img. C).
5. Select all three options: Embed TrueType fonts, Include linked graphics and Create links for embedded graphics. Click Next. (img. D).
6. A confirmation window will appear, review this. If it is not correct please click the back button and fix the errors. When okay click Finish.
7. After a few moments the completion window appears. When finished click OK (img E).



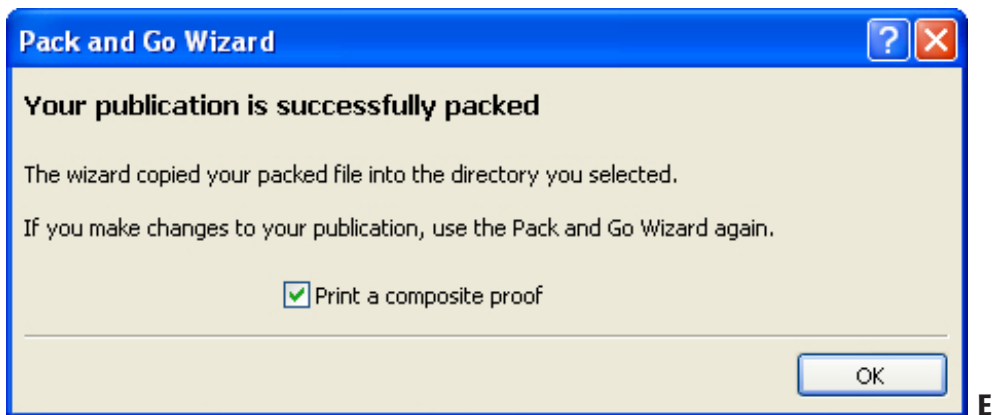
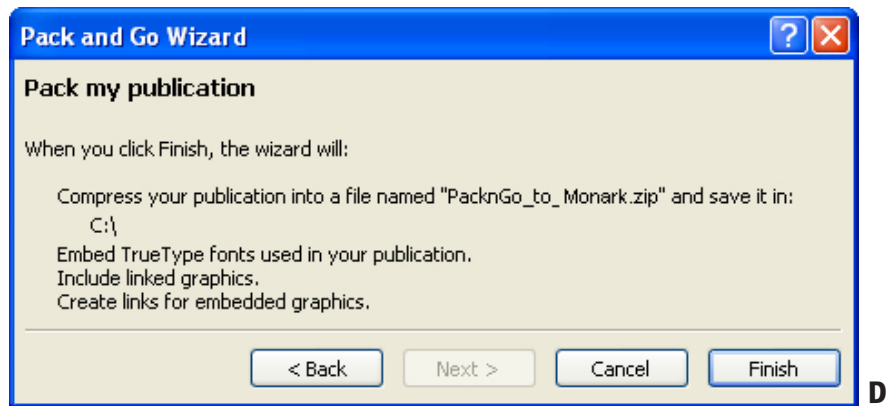
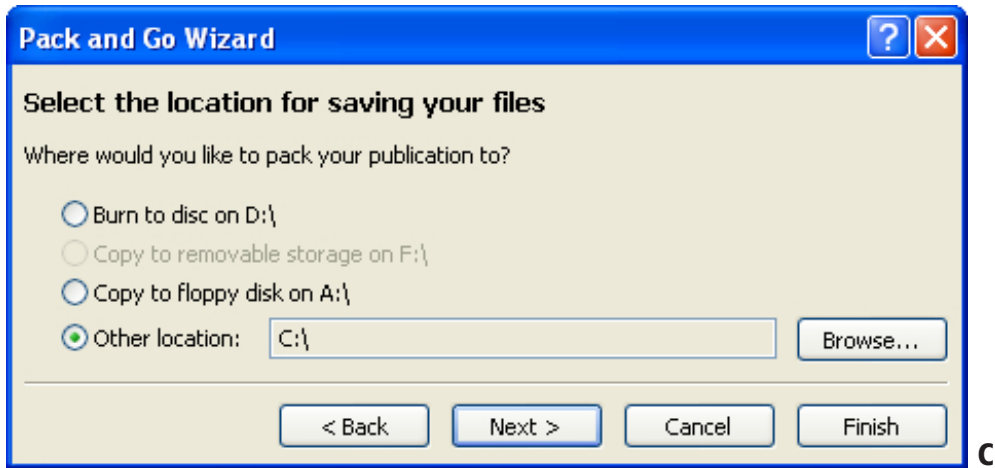
A-1



A-2



B



How to Create PDF Documents

A PDF File can be created using many different methods, some applications use a built-in PDF converter, and some have only the ability to print out a postscript file through the print menu. The instructions included on this page assume you are using Adobe Acrobat Professional or Adobe Distiller. Please use these instructions as guide to help you determine what setting to choose in your application.

If you own a copy of **Adobe Acrobat Professional** (this is not the same as Adobe Acrobat Reader), you can create a PDF from ANY application that supports printing. To create a PDF, simply **choose "Adobe PDF" as your printer**.

If you own **Adobe Distiller**, you can **create a PDF file from any PostScript (*.ps) file**. PostScript files can be created from nearly any program through the **Print** menu, by selecting the **Print to File** option.

Regardless of the method you choose to use in creating the PDF, a set of similar options will be available.

PDF Settings Menu 1: General *(See Figure 1)*

- Set **Compatibility** to **Acrobat 5.0 (PDF 1.4)**
- Set **Resolution** to **600 dots per inch**

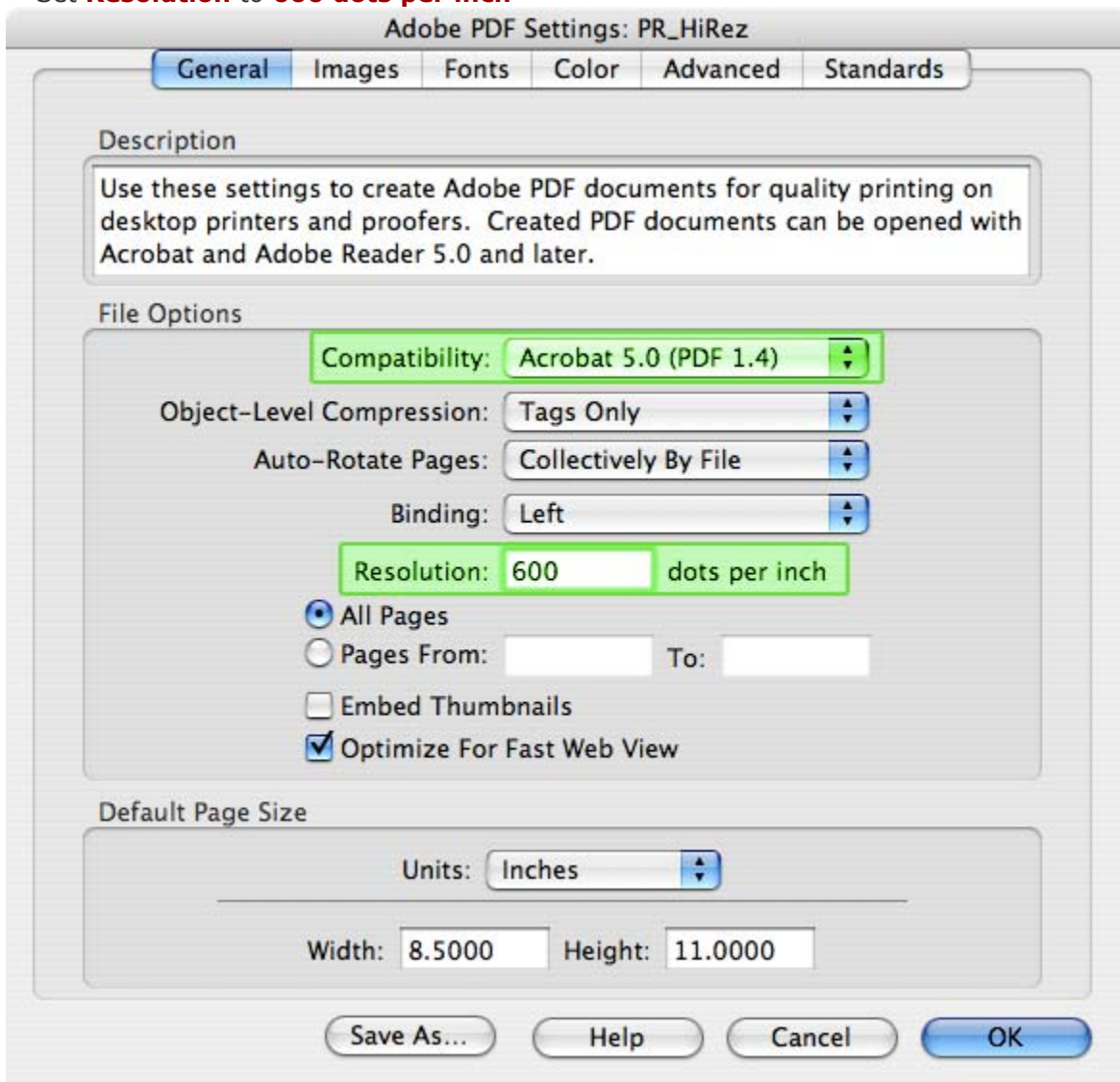


Figure 1

PDF Settings Menu 2: Images (See Figure 2)

- Set **Sampling** to **Off** for all three images categories (Color / Grayscale / Monochrome)
- Set **Compression** to **Off** for all three images categories (Color / Grayscale / Monochrome)

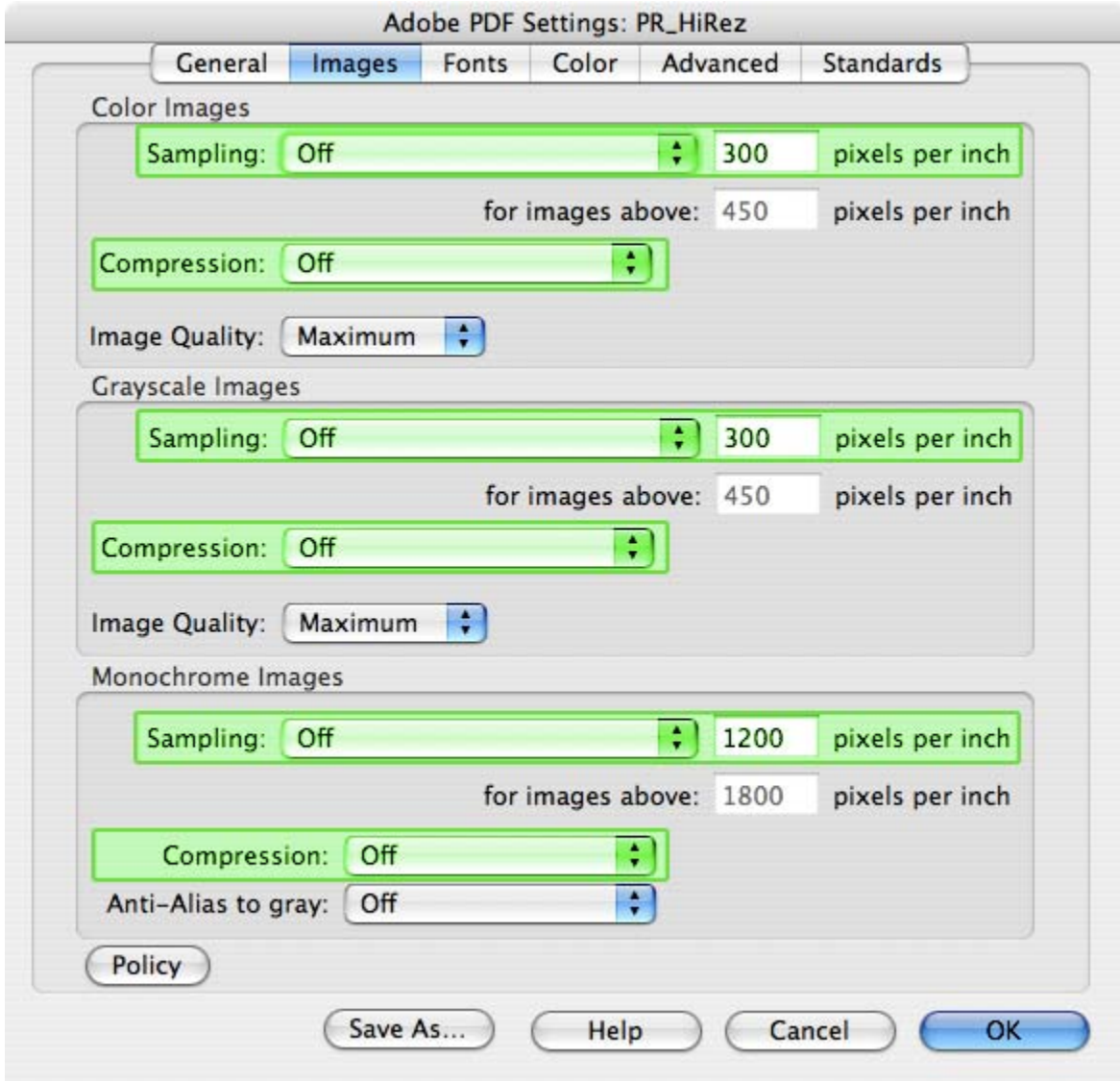


Figure 2

PDF Settings Menu 3: Fonts (See Figure 3)

- Check the **Embed all fonts** checkbox.
- Check the **Subset embedded fonts when percent of characters used is less than 100%** checkbox.



Figure 3

PDF Settings Menu 4: Color *(See Figure 4)*

- Under the **Color Management** area select the **Convert All Colors to CMYK** option from the dropdown.
- **Check** the **Preserve CMYK values for calibrated CMYK color spaces** checkbox.
- **Uncheck** the **Preserve CMYK values for calibrated CMYK color spaces** checkbox.

PDF Settings Menu 5: Advanced

Unchanged

PDF Settings Menu 5: Standards

Unchanged

- Click **OK or Save** to finish saving your PDF. Be sure to look at the PDF you've created carefully. Results can vary based on the application that created the PDF, so please be sure to open the file in Adobe Acrobat for viewing.

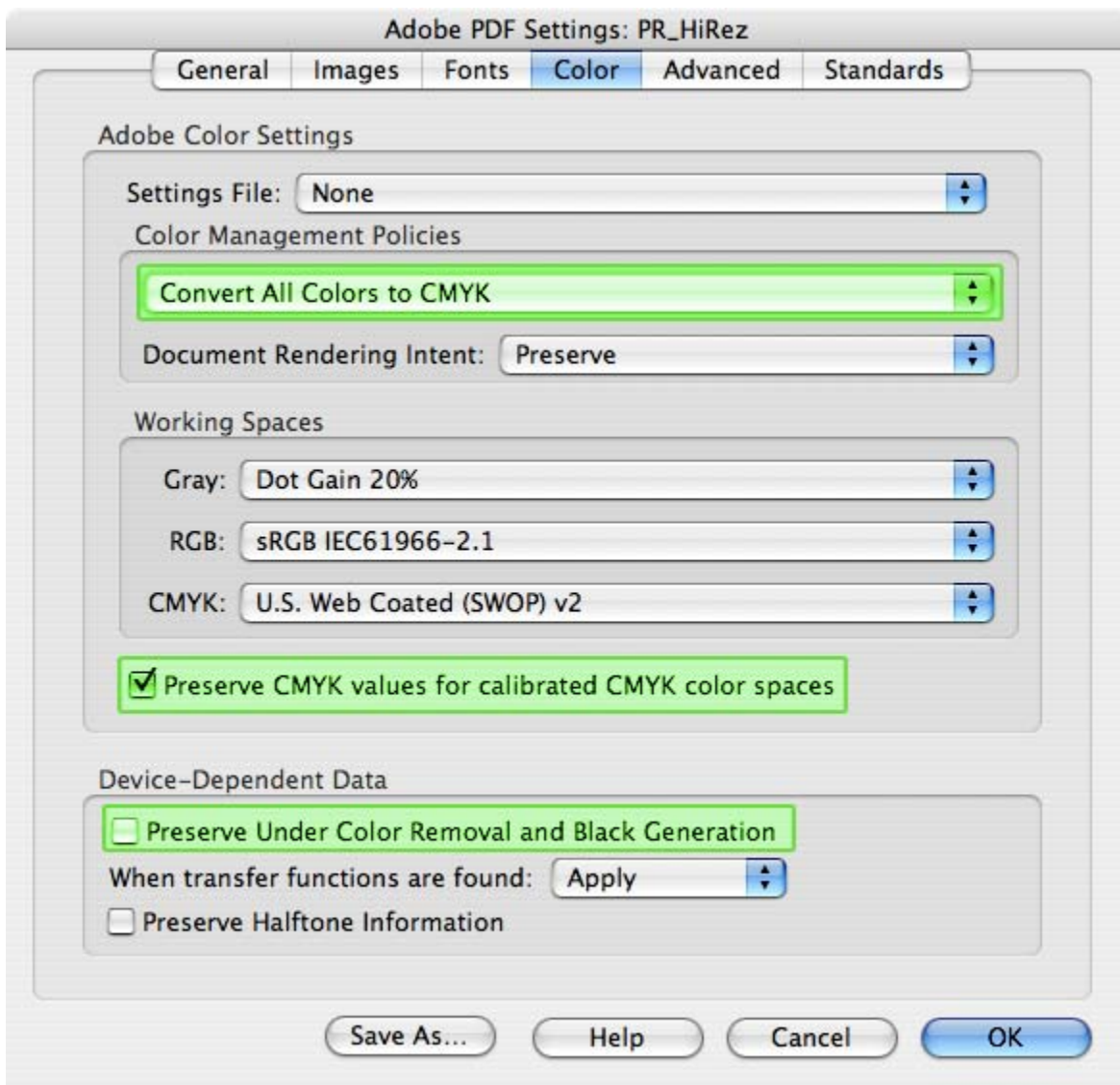


Figure 4