

PREPARING FILES FOR PRINT

Print files should be supplied as Hi-resolution PDF files with all text “outlined”. If that is not possible, we will accept files from current software packages. If you are supplying native files, be sure to include all image links and font files.

ACCEPTABLE SOFTWARE PACKAGES AND FORMATS INCLUDE:

ADOBE ILLUSTRATOR • ADOBE PHOTOSHOP • ADOBE INDESIGN
JPEG FILES • EPS FILES • TIFF FILES • PDF FILES

Sizing your document

Whenever possible, create your artwork at 100% of final size. If not, scale in 50% increments of final size (50%, 25% etc.). Keep in mind that resolution of images will be affected by files that need to be output at higher than 100%.

Convert Text to Outlines

Converting text to outlines can eliminate compatibility and missing font issues in production. Be sure to save the original un-outlined version, just in case you need to make changes later. If you have too much text to outline, make sure you provide the exact font in a separate font file.

Proper Image Resolution

Make sure your images are in the correct dots-per-inch (DPI) for printing. The difference may not be visible on the computer screen but will be noticeable when printed. Whenever possible, resolution should be 100dpi at final print size. Documents prepared at 50%... images should be 200 dpi. Documents prepared at 25%... images should be 400 dpi.

Colours

Graphic programs give you an infinite choice of colors. Process and spot colors may look identical on the screen, but they will separate differently. Files should be prepared in process CMYK colour mode. If Pantone colour matches are required, please identify them to your sales representative. An additional charge may apply.

100 95 75 50 25 5 0



Transparency

Transparency often creates issues in print. PDFs must be saved in Acrobat 5 (PDF 1.4) or later in order to preserve transparency. The transparency is then handled and flattened at the printer's RIP, meaning the same appearance is created, but without any transparency. Be aware that in many instances applying transparency to spot colours will result in the spots converting to process when flattened.

100 95 75 50 25 5 0

No Hard Copy Proof

A hard-copy printout lets printers see the final approved document, check for discrepancies and clarify how you intended the layouts to look. Make the printout at 100% of finished size if possible, or indicate what percentage of final size it represents. For digitally transmitted files, send a PDF with color mark-ups for reference.



Messy Files

Clean up your files before releasing them for output. Cluttered files not only confuse and frustrate printers, they compound the possibility of errors. Even an unused image (off to the side or on an unused layer) with no link can lead the printer to conclude something is missing. Remove unnecessary artwork, delete unused colors, make sure that you have recorded spot colors and that the color names match exactly across all programs. An oversight such as not specifying whether a color is process or match causes delays by forcing the printer to call and ask. Either that, or the RIP software will decide automatically.

A word about PDFs

Releasing files in PDF (Adobe® Portable Document Format) has become increasingly popular in the publishing and advertising business because it provides a degree of standardization for materials printed in multiple locations and at different printers. This print-ready format preserves all the fonts, formatting, graphics and colors of any source document, independent of the application and platform used to create it. What's more, it can easily be viewed on multiple platforms without losing quality.

FOR BEST RESULTS WHEN EXPORTING TO PDF:

- Compatibility: Acrobat 5 (PDF 1.4)
- Disable image compression; do not downsample; compression = none
- Disable colour conversion; no conversion
- Disable all marks and bleeds
- Embed the fonts