

## Pre-Press Guidelines

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#### Proofing Guidelines Overview

##### **Proofing Methods:**

We use the following proofing methods:

- PDF soft proof: Fastest way for approval and quicker turn around time.
- Laser printouts: These are made directly from a digital file, without making film first.
- Press proofs: Require additional charges. Please contact your CSR for charges. Please review proofs carefully. We are not responsible for errors in proofs that have been approved.
- FAX: Used for simple copy on new jobs or on repeat jobs in order to ensure accuracy.
- Digital Color Proof: When one of the above proofing methods does not work we will provide a Digital Color Proof as described below:

Digital color proofs are made using our Epson Stylus Photo 4800 inkjet proofer. While these proofs are not made from actual film, they are made using the same exact RIP that will be used to make the film. They offer very good representation of 4 color process work (CMYK) and they are an excellent way of showing color breaks on spot color jobs. They are not for matching spot colors as the proof is created using CMYK. You can rest assured that your spot colors will be accurate on press as our inks are mixed using our state of the art ColorMatic Ink Doser 2500 which mixes exact PMS colors using the 14 base colors of the Pantone Matching System.

#### Proofing Limitations

As good as ink jet proofing is, it does have its limitations. Digital proofers use ink jet technology to put ink on paper. However these inks are far less viscous than offset litho inks, the dyes are not the same as inks used on printing presses and the manner in which the ink is applied is different. Ink jet ink is sprayed on whereas printing presses use halftone dots or stochastic spots transferred from film to printing plates.

The paper used will also make a difference in how the ink appears. All of these factors must be considered when comparing proof to final product. If there is a printed piece that you want to match, you must supply us with that piece in advance.

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## **Specific Guidelines**

### **Requirements for digital artwork**

It is often said that over half of all digital artwork is not ready for press when supplied to the printer. We have found this to be true. While we often fix minor problems at no charge to the customer, it is still in your best interest to supply correctly formatted digital files to ensure your film is output properly and your delivery requirements are met.

If your digital files do have errors, we will inform you and you will have the option of making corrections or we will correct the file for you at a rate of \$35/hr.

- A page layout file (such as Quark or Indesign) set up in a document the size of the final printed piece. DO NOT draw your own cropmarks in the middle of a larger document.
- All associated vector-art files (such as Adobe Illustrator) in EPS format. For Illustrator make sure color mode is set to CMYK, not RGB
- All associated bitmap files (such as Adobe Photoshop) is TIFF format. Line-art bitmap files should have very high resolution-2400 dpi or more-to reduce edge-jaggedness. Make sure color mode is set to CMYK, not RGB.
- All fonts used in the document. Please include both printer and screen fonts for Postscript fonts. Fonts must be MAC fonts, PC fonts will not work.






Please be sure:

- Four color process work is saved in CMYK mode. This goes for both color bitmaps (TIFFs) and other graphics. Images should be converted to CMYK using the program in which they were created. If you wish to simulate PMS colors using four-color process, please instruct all PMS colors to separate to CMYK when printing. Note: four-color process simulations of PMS colors usually will not match the PMS book.
- If PMS spot colors are being used, make sure each element is associated with the correct PMS color. Color names must be consistent across applications. For example, a logo created in Illustrator must use an identical PMS color to the text created in Quark. Be sure to instruct each color to separate as a spot color, not as process.

Always check your work by outputting color-separated lasers.

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**We support files from the following applications:**

- Quark 
- PhotoShop  Adobe Photoshop CS2
- Illustrator  Adobe Illustrator CS2
- PageMaker  Adobe PageMaker 7.0
- Acrobat  Adobe Acrobat 6.0 Professional

Please note that the original file must be correctly designed and correct settings must be applied when converting the file to PDF. File formats other than the ones listed above may also be acceptable. Please check with us prior to sending.

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**Common Problems**

- Word processor files almost never print as intended. We can output 1-color lasers from Microsoft Word in an emergency, but font changes, reflow and other reformatting problems are common.
  - Do not use the style palette to create Bold or Italic fonts. Instead, use the font's bold or italic version from the font menu. Some fonts do not have a bold or italic version.
  - Be sure to save your final graphics files (EPS or TIFF) in CMYK mode. New versions of many programs now offer RGB mode for working with internet files. (incl. Illustrator 9), so even if this hasn't been a problem in the past, it may be now.
  - Do not save your halftones as Photoshop EPS unless necessary. TIFF files are much smaller and more reliable. If you must use Photoshop EPS (ie. If there is a clipping path), use binary encoding. If JPEG encoding is used, color images will print in black and white.
  - GIF and JPEG art from the internet will always have insufficient resolution for printing.
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### **The “perfect” digital artwork**

1. All files in MAC format.
2. Quark Express file supplied for main layout and type. Document size matches final size of printed piece.
3. Line art graphic files are provided separately as Adobe Illustrator EPS.
4. Halftone graphics are saved in TIFF format at appropriate resolution.
5. All fonts (both screen and printer) are included.
6. Color is specified appropriately in Quark and the underlying graphic files. Process images are saved in CMYK mode. Spot colors are associated with the appropriate PMS color.
7. Laser proof (both composite and color-separated) are supplied showing all copy.

