

QUICK CHECK LIST

- Create your art 1 up (for 2 sided products, provide a 2 page PDF)
- PDF files using pre-press setting
- Document should be finished size plus bleed margin if applicable
- For bleeds add 1/8" (.125 / 3.175mm) trim margin to all sides of document
- Inks - Use SPOT inks for spot jobs, CMYK inks for 4 color jobs (NOT SPOT or RGB*)
- Images (minimum) - 600 dpi for black and white / 300 dpi for color / 150 dpi for large print color

FILE FORMAT

Please create PDF files using the pre-press setting. This option is available in Acrobat 6.0 and higher. Be sure to include fonts, images and spot color definitions. If you can convert fonts to outlines, flatten transparencies and include high resolution images, it is highly recommended.

****DO NOT use HIGH QUALITY setting or SMALLEST FILE SIZE setting in the print menu when creating a PDF file. These were intended for proofing on an inkjet printer and viewing over the internet.**

EPS

When creating files out of programs like Illustrator or Photoshop, be sure to choose the following settings:

- Embed fonts (converting fonts to outlines would be better)
- Choose HIGH RESOLUTION for transparency flattener

BLEEDS

Add a bleed margin of 1/8" (.125 / 3.175mm) to files that need to print to the edge of the paper. Make sure that text and non-bleeding graphic elements are at least 1/8" from the final trimmed edge.

INKS

SPOT COLOR

For spot color jobs be sure to use inks that are SPOT and NOT CMYK or RGB. Be sure that you are using the exact same ink color names throughout your document. Example: if your type is 485C but your graphic element is 485U, your file is actually set up as 2 colors.

4 COLOR

For 4 color jobs (also referred to as full color) be sure to use CMYK colors when creating your file. *If you use SPOT or RGB, they will be converted to CMYK for production. This can cause your non-CMYK colors to change.

SOLID BLACK AREAS IN 4 COLOR JOBS

On 4 color jobs, if you have an area of solid black, using 100% black as the fill color will NOT result in a dark, saturated black. To obtain the best results, use a rich black color using the following color values:

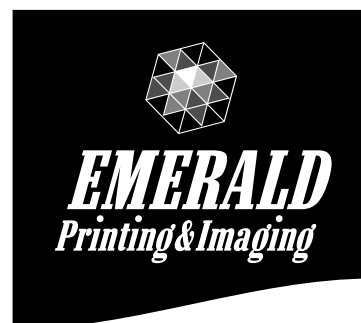
Cyan	C	30%
Magenta	M	30%
Yellow	Y	30%
Black	K	100%

IMAGES

All images placed in your document should be at least 300 dpi at the final image size. A low resolution file or image will produce a jagged, blurry appearance when printed.

RASTER or bitmapped images such as JPG, TIF and BMP files cannot be stretched or enlarged without losing image quality.

VECTOR images such as Illustrator or CorelDraw EPS files can be enlarged or reduced without affecting quality.



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