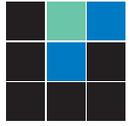


# HOW TO

## Submit Digital Files for Printing



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### *Supported Professional Software Programs*

**The following programs are preferred:**

- Adobe InDesign (preferred application)
- Adobe Illustrator
- Adobe Photoshop (images only - do NOT type your text in Photoshop, as it will print in dots, not smooth lines.)
- PDF Files  
PDF files must have all fonts embedded, all graphics high resolution, with crops & bleeds when needed. A minimum of .125" bleed on all sides, with a crop mark offset of at least .125".  
We have specific PDF preset settings (based off of the PDF X-1a standard) we recommend you use, so please contact your sales representative and ask us to e-mail them to you. *Please note, that if PDF files are supplied, we may not be able to make changes.*
- QuarkXpress

*We have the latest versions of all the above programs for both Mac and Windows systems.*

### *Collect files*

*Many programs have a "save for service provider" or "Package" option that will collect fonts & graphics into one folder.*

Be sure to include ALL graphics and fonts that are used in your document. If you have not converted your Illustrator fonts to "outlines," we will also need the fonts, as well as any linked graphics. Instructions for some of the supported programs are listed later in this document.

### *Other Software Programs*

*Using any of the software programs listed below may incur extra charges for troubleshooting & file preparation. We prefer you let us recreate complex documents in a professional software program to get the best results.*

Microsoft Publisher is not a "commercial printer-friendly" program. Spot (PMS) colors do not work in Publisher, so this is not recommended. Use the "Pack and Go" feature to collect all images & fonts used.

Microsoft Word is OK for letters and simple documents, but not for complex multi-color jobs. Also, when the document is opened on different computers, the text usually re-flows — especially when multiple fonts are used, and not supplied to us. To ensure the document prints correctly, it is best to create a PDF. Be sure to embed all fonts in the document.

Microsoft Power Point should work OK with digital output, if we have the correct fonts. We do not recommend offset printing, as the files are very low resolution. It is also difficult to prepare the files at the correct size.

Microsoft Excel should work OK with digital output, if we have the correct fonts. We do not recommend offset printing, as the files are very low resolution. Graphics created in Excel (charts) should be imported into Adobe Illustrator & converted to EPS files (correct any RGB colors).

### *Getting the files to us:*

You may e-mail the files to your sales representative, or upload your files to us via our website. Please let your sales representative know you are sending a job. If possible, please supply a PDF "PROOF" and any special instructions.

***Always zip your files prior to any electronic upload (Google Drive, FTP, e-mail, Dropbox, or any other electronic file transfer)***

***Windows:*** Select the enclosing folder and right click and select "Send to">"Compressed (zipped) folder"

***Mac:*** Select the enclosing folder and right click and select "Compress"

Either option will create a .zip file which can be safely and quickly uploaded.

### *Ink colors*

Be sure your file specifies the correct Pantone Colors, if they are used (or CMYK for full color jobs). If we need to correct files with additional ink colors specified, you may

incur a fee. Never use RGB colors in your document. (Hint: use the “delete unused colors” feature in your document to remove them from the color pallet. It may also be helpful to view your PDF with the Output Preview panel active (turns colors on/off within your PDF) if you are having trouble finding stray colors in your document).

### Graphics

The highest quality and best looking designs are always produced from the best original art that you can provide.

- Vector Graphics (comprised of paths, which are defined by a start and end point, along with other points, curves, and angles along the way, which can be used to create simple drawings or complex diagrams) should be EPS format, and are resolution independent unless they contain embedded images.
- Photos or line art scans (comprised of a grid of pixels) can be JPG or TIF format. Photo resolution reproduces best at 300 dpi (at final size). Line art should be scanned at 1100-1200 dpi (at final size).

### Web Graphics

Avoid using graphics & images taken from the internet because they are usually low resolution (72dpi).

## Comparison of low quality web graphics and Vector graphics

### Low Resolution Graphics (72 dpi.)

A low resolution logo causes pixelization in the text, and other smooth line areas (The stair-stepped appearance of a curved or angled line).



### Vector Graphics

Adobe Illustrator is the primary software program that creates this format. This style of image can be enlarged to any size, and still look great.



## Comparison of Low and High Resolution Photos

### Low Resolution Graphics

Photo at 72 dpi.



### High Resolution Graphics

**BEST QUALITY RESULTS:** Photo at 300 dpi.



# HOW TO

## Package InDesign Files



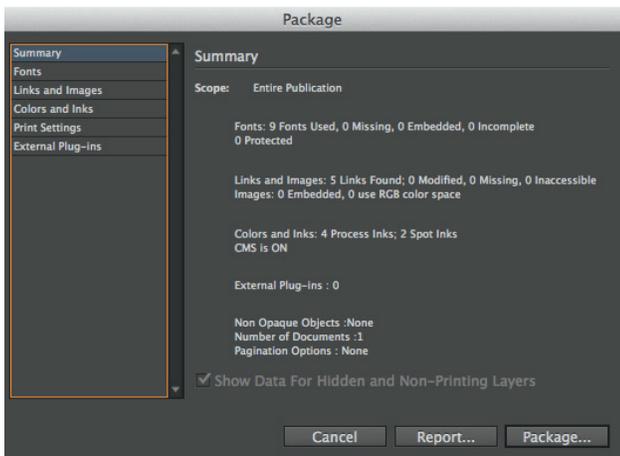
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You can gather the files you've used, including fonts and linked graphics, for easy hand-off. When you package a file, you create a folder that contains copies of the InDesign document (or documents in a book file), any necessary fonts, linked graphics, text files, and a customized report. This report, which is saved as a text file, includes a list of all used fonts, links, and inks required to print the document.

After you have opened your InDesign file, choose: **File > Package**. (If Package does not appear in the File menu, try choosing a different workspace, such as Window > Workspace > Advanced.)

*An alert icon indicates problem areas.*



In the Package dialog box, do one of the following:

*If you're notified of problems, click **Cancel**, and use the **Preflight** panel to resolve problem areas.*

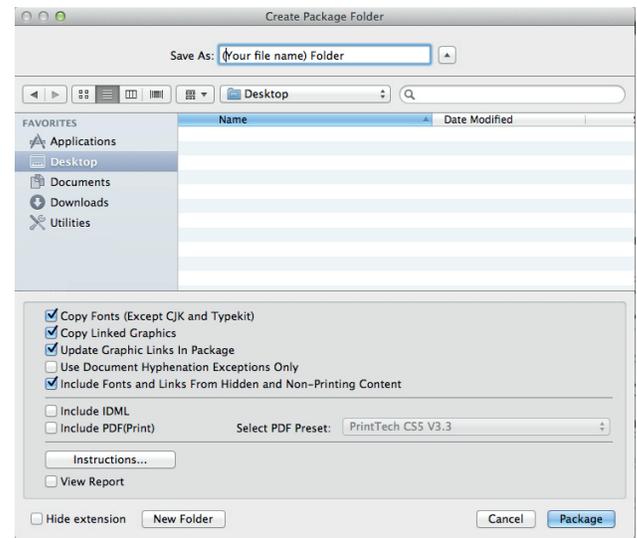
Click the problem area (such as Fonts) and then correct the problem. When you're satisfied with the document, begin the packaging process again.

Click Package to begin packaging.

Click Continue to bypass the printing instructions.

Specify a location in which to save all packaging files.

Remember that these are all copies of your fonts, graphics and InDesign files. The originals are not being touched.



Select the following:

- Copy Fonts
- Copy Linked Graphics
- Update Graphic Links In Package
- Include Fonts And Links From Hidden And Non-Printing Content (Packages the objects located on hidden layers, hidden conditions, and layers for which the Print Layer option is turned off. When this option is not selected, the package includes only what is visible and printable in the document when you create the package.)
- Include PDF(Print) - *OPTIONAL* (Select to package a PDF) Name of the created pdf file is same as .indd document.

Click Package to continue packaging.

Finally, you will need to zip the enclosing folder and upload.

# HOW TO

## Package Illustrator Files



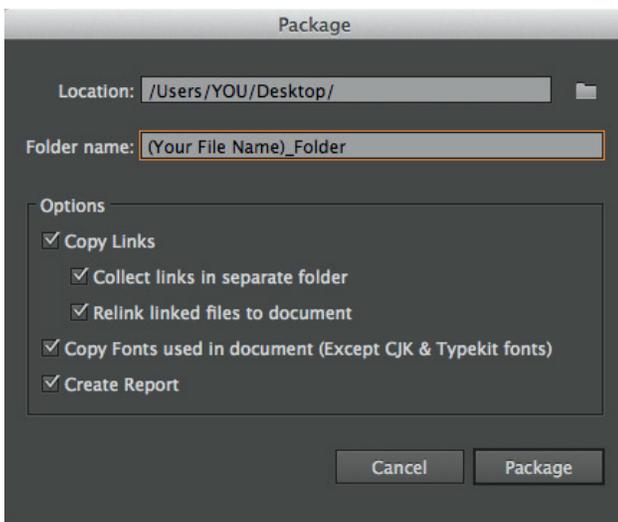
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This feature is available in Adobe Illustrator CS6, CC, and later.

You can gather the files you've used, including fonts (except Chinese, Korean, and Japanese) and linked graphics, for easy hand-off. When you package a file, you create a folder that contains copies of the Illustrator document, any necessary fonts, linked graphics, and a package report. This report, which is saved as a text file, includes the information about the packaged files.

After you have opened your Illustrator file, choose:  
**File > Package.**



Specify the folder, location, and options:

- **Location** - Specify where (on your computer) to create the packaged folder
- **Folder Name**
- **Copy Links**
- **Collect Links in a Separate Folder** - Creates a Links folder and places all linked assets in that folder. If not selected, assets are copied to the same folder level as the .ai file.
- **Relink Linked files to the Document** - Changes links to the package folder location. If not selected,

a packaged Illustrator document maintains links to assets in the original location, and assets are collected in the package anyway.

- **Copy Fonts used in the Documents (Except CJK)** - Copies all necessary font files, not the entire font family.
- **Create Report - OPTIONAL** Creates a summary report to accompany the packaged files. It includes a summary of spot color objects, all used and missing fonts, missing links, and details of all linked and embedded images.

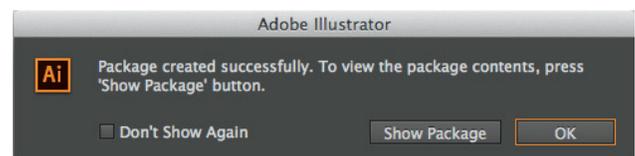
Click Package. The following folder structure is created, with assets placed in their respective folders.



Note:

A warning displays when you package fonts. We are an authorized service provider, so you're permitted to copy fonts. If you are concerned, you can outline your fonts, but we can no longer make type changes to your file after this has been done.

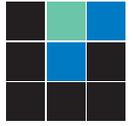
Click OK on the final window.



Finally, you will need to zip the enclosing folder and upload.

# HOW TO

## Package QuarkXPress Files



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The Collect for Output feature copies an active layout and its source files, including linked pictures, printer and screen fonts, and color profiles into a single folder.

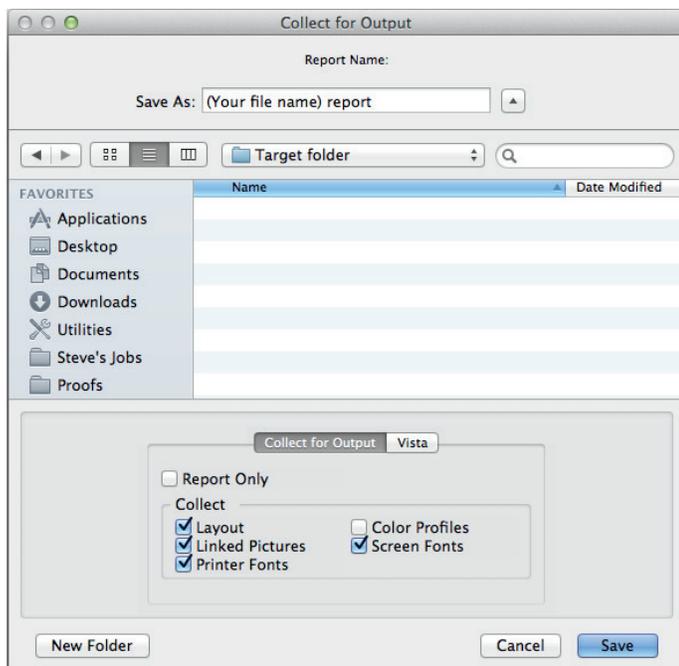
### *Before starting Collect for Output:*

To begin, create a new folder on your hard drive as a destination for the collected files.

In QuarkXPress, open your project, go to **Utilities > Usage** and click on the **Fonts** pane to confirm that all the fonts are listed. In the **Pictures** pane check to ensure that the imported pictures show a Status of **OK**. Do a Replace/Update if necessary and click Done.

### *To do the Collect for Output:*

Go to **File > Collect for Output**.



In the Save As field, this is just for the report name, and will default to whatever your file name is.

In the Where field, navigate to the folder you created and select it.

In the Collect for Output tab, check all the necessary layout resources you wish to collect and click Save.

**Note:** QuarkXPress will not allow you to do a Collect for Output to the same folder as the one where the original project is located.

### Additional Notes for Pictures:

The Embedded Pictures option copies pictures that are embedded in the layout upon import, such as PICT files (Mac OS) or BMP and WMF files (Windows). Including copies of embedded pictures in the collection will not affect output resolution of the pictures, but you may find it useful to keep copies of these pictures with the collected layout items. These pictures will be placed in the “Pictures” subfolder within the target folder. If the Missing/Modified Pictures dialog box displays and you want to include your picture files, update modified pictures and locate missing pictures. When you’re finished, click Save.

The Fonts option copies any fonts required for printing the layout. These fonts will be placed in the “Fonts” subfolder within the target folder. ***Make sure you always select both font boxes.***

Finally, you will need to zip the enclosing folder and upload.

# HOW TO

## Export a PDF from InDesign

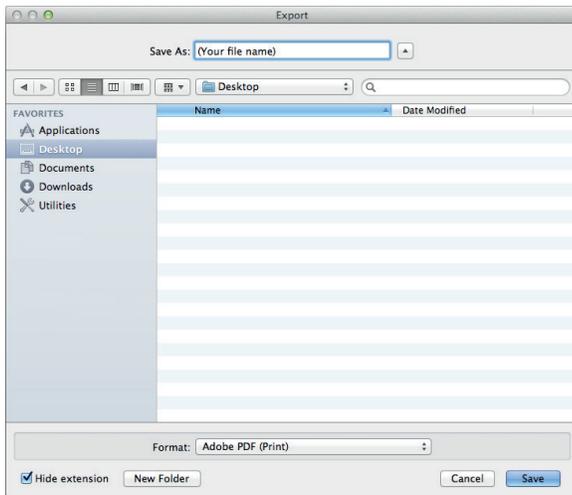


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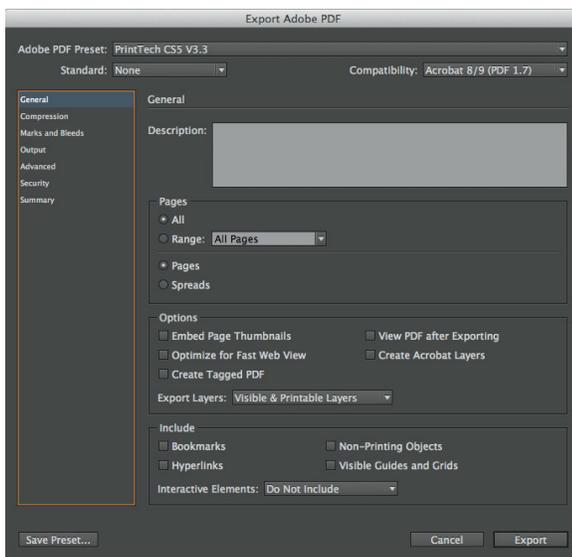
You can export a high quality PDF directly from InDesign.

After you have opened your InDesign file, choose: **File > Export.**



The first window brings up a standard window prompting for a file name, and location of where you want to create the PDF.

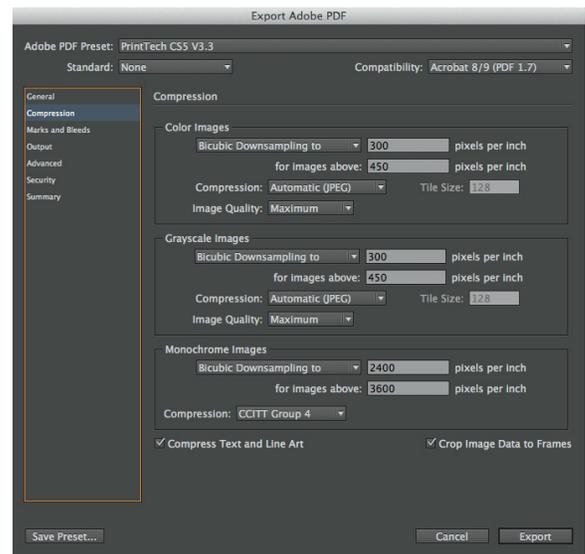
The file name will default to the same name of the InDesign file, or to whatever the last exported PDF was named. At the bottom of the window, make sure the format is **Adobe PDF (Print)**. Click Save.



The first screen is the general settings window. Here you can select the pages you want to export. For printing purposes, please make sure everything is unchecked.

For the Standard options, you can select a PDF/X-1a standard, but you can also leave this as “None”.

For the Compatibility option, please select Acrobat 8/9 (PDF 1.7). Going to a lower version may introduce problems when generating your PDF.

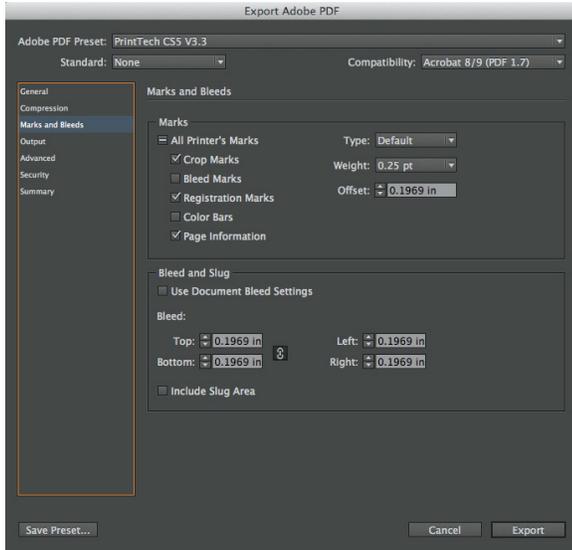
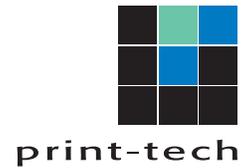


Next, click on **Compression** in the panel on the left. This window will make any large images smaller, while maintaining a high quality for print. What this means is that if you have a large photo placed in your document, and either reduced the physical size, and/or cropped the image, than the full data size of the image is added to your document. By compressing the image information, you remove the extraneous data, which will produce a smaller PDF, making it easier to upload, open, or print. Although this is not a critical step, most people find this helpful. These settings will not make low resolution images in your document better or worse.

Next, click on **Marks and Bleeds** in the panel on the left.

# HOW TO

## Export a PDF from InDesign

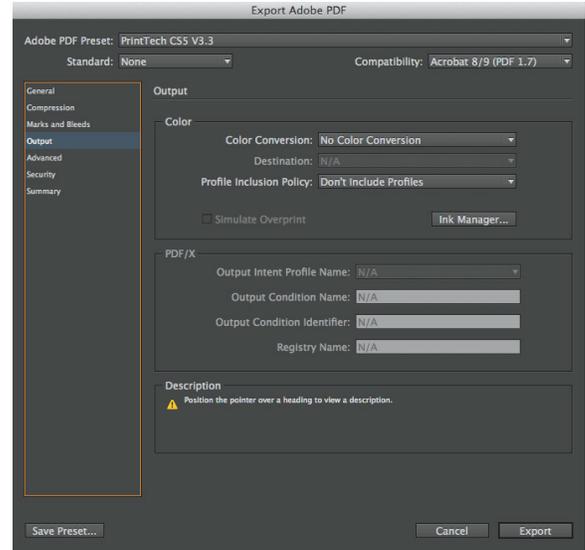


This window controls the marks (crop, bleed), how far away from the trim edge the marks will be, and what bleeds will show up in the PDF.

You only really need crop marks for your PDF, with an **offset of at least .125”**.

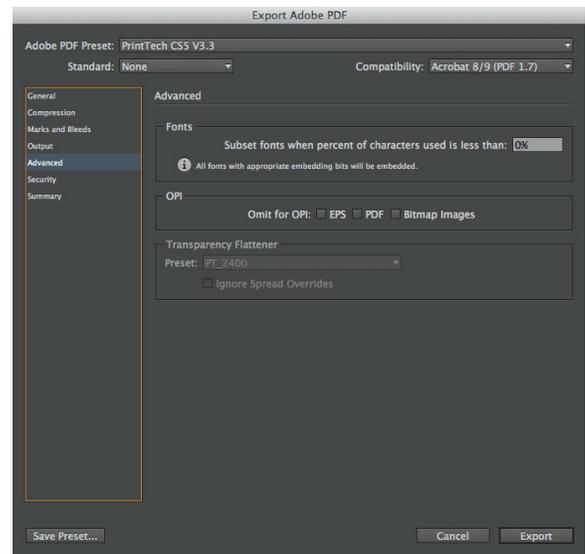
Bleed settings are a little bit tricky. A lot of people think that if they just turn these on, then the document will bleed properly. You will first need to extend all elements which touch the trim edge past the trim edge by at least .125”. Now your document will bleed. These settings are just to allow that bleed to show on your PDF. Please **set the bleed settings to at least .125”**.

Next, click on **Output** in the panel on the left.



This window allows you to convert your Swatch colors, and image colors to a specific ICC color profile. Unless you are using a color calibrated environment, just set this to **No Color Conversion**. If you require our G7 color profile, please ask your sales person.

Next, click on **Advanced** in the panel on the left.

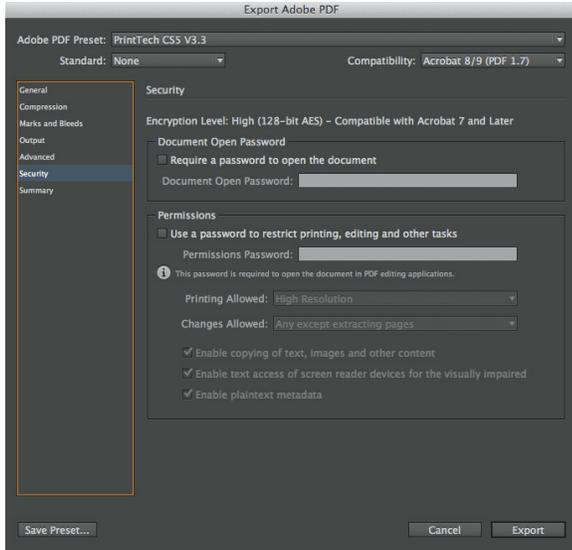
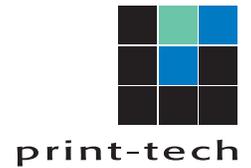


Set the Subset option to 0%.

Next, click on **Security** in the panel on the left.

# HOW TO

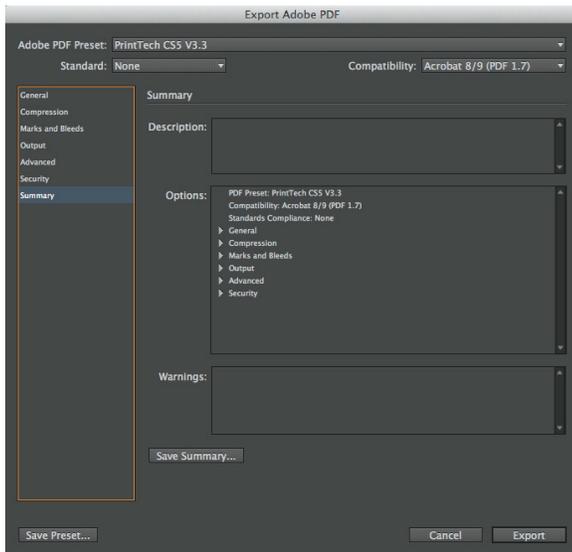
## Export a PDF from InDesign



If you prefer to import our PDF Export settings, please contact your sales person, and they will be happy to help.

This window controls the security of the PDF. Please make sure that **no passwords** are required to open, print, or edit the PDF.

Next, click on **Summary** in the panel on the left.



This will just show you if any errors or warnings exist with the settings.

Finally click **Export**.

# HOW TO

## Save a PDF from Illustrator

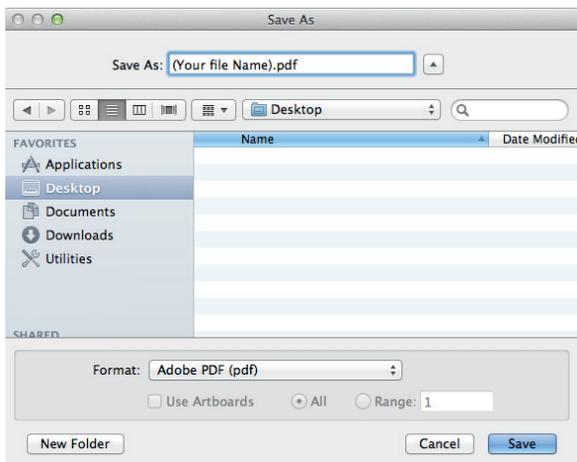


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You can save your Illustrator files as a high quality PDF.

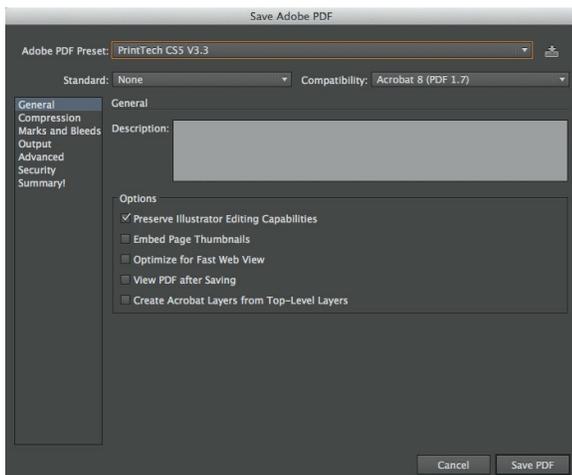
After you have opened your Illustrator file, choose: **File > Save As.**



The first window brings up a standard window prompting for a file name, and location of where you want to create the PDF.

The file name will default to the same name of the Illustrator file. Click Save.

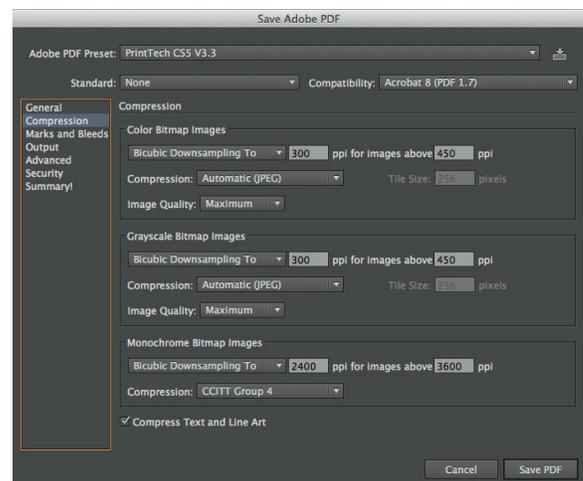
The first screen is the general settings window. Here you can select the pages you want to export. For printing purposes, please make sure everything is unchecked except for the top option (Preserve Illustrator Editing Capabilities).



For the Standard options, you can select a PDF/X-1a standard, but you can also leave this as “None”.

For the Compatibility option, please select Acrobat 8 (PDF 1.7). Going to a lower version may introduce problems when generating your PDF.

Next, click on **Compression** in the panel on the left.

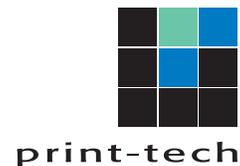


This window will make any large images smaller, while maintaining a high quality for print. What this means is that if you have a large photo within your document, and either reduced the physical size, and/or cropped the image, than the full data size of the image is added to your document. By compressing the image information, you remove the extraneous data, which will produce a smaller PDF, making it easier to upload, open, or print. Although this is not a critical step, most people find this helpful. These settings will not make low resolution images in your document better or worse.

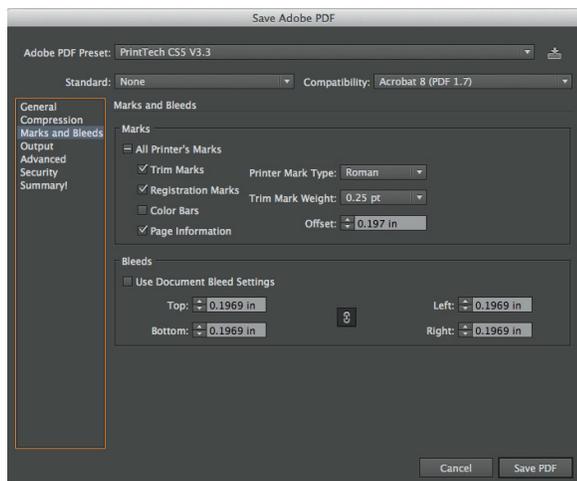
If you have linked your images in the Illustrator file, it will embed an image within the PDF. If you try opening the PDF in Illustrator without the linked image, Illustrator will not pull the image from the PDF data. If you think that edits may need to be made, please include the linked images with the PDF.

# HOW TO

## Save a PDF from Illustrator



Next, click on **Marks and Bleeds** in the panel on the left.

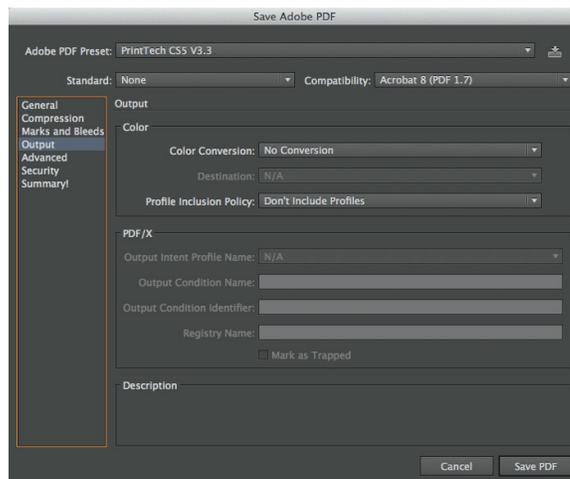


This window controls the marks (crop, bleed), how far away from the trim edge the marks will be, and what bleeds will show up in the PDF.

You only really need crop marks for your PDF, with an **offset of at least .125"**.

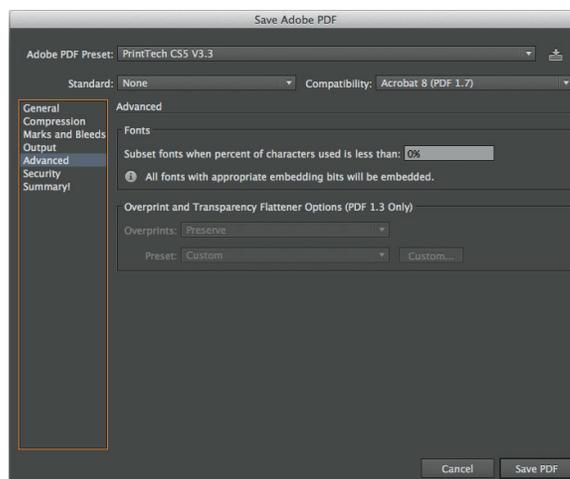
Bleed settings are a little bit tricky. A lot of people think that if they just turn these on, then the document will bleed properly. You will first need to extend all elements which touch the trim edge past the trim edge by at least .125". Now your document will bleed. These settings are just to allow that bleed to show on your PDF. Please **set the bleed settings to at least .125"**.

Next, click on **Output** in the panel on the left.



This window allows you to convert your Swatch colors, and image colors to a specific ICC color profile. Unless you are using a color calibrated environment, just set this to **No Color Conversion**. If you require our G7 color profile, please ask your sales person.

Next, click on **Advanced** in the panel on the left.

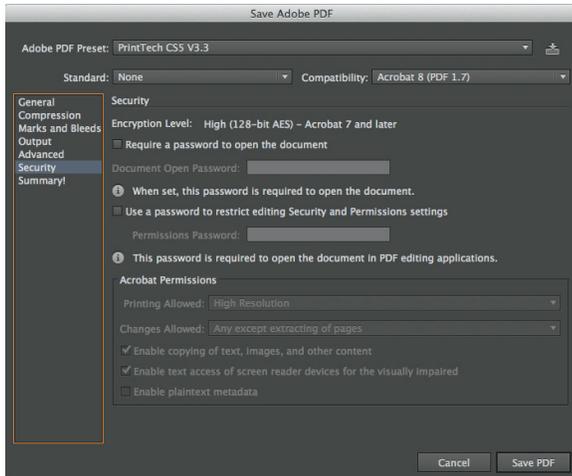


Set the Subset option to 0%.

Next, click on **Security** in the panel on the left.

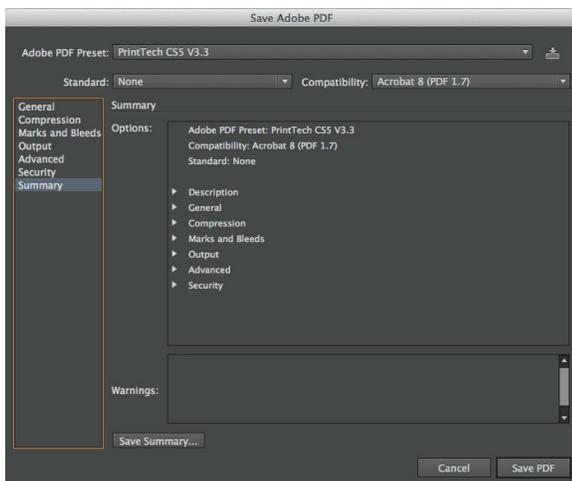
# HOW TO

## Save a PDF from Illustrator



This window controls the security of the PDF. Please make sure that **no passwords** are required to open, print, or edit the PDF.

Next, click on **Summary** in the panel on the left. This will just show you if any errors or warnings exist with the settings.



Finally click **Export**.

If you prefer to import our PDF Export settings, please contact your sales person, and they will be happy to help.

# HOW TO

## Avoid common mistakes



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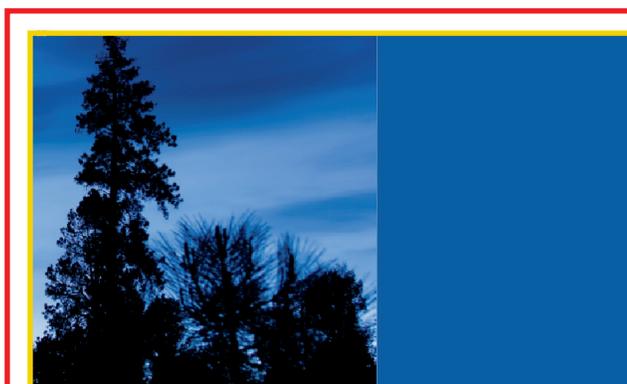
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### *Bleed*

The most common problem we come across is a lack of bleed. A bleed is extending artwork past the trim edge (by .125") to ensure no paper edge shows up after trimming. As we print, paper can shift, shrink, or curl depending on printing and environmental conditions. By extending elements past the trim edge, any variation in the print run will ultimately look the same, and no paper will show at the edge

In the following example (an InDesign file), the **yellow** line represents the trim edge, while the **red** line represents the .125" bleed allowance.

This has elements going to the edge, but they are not bleeding.

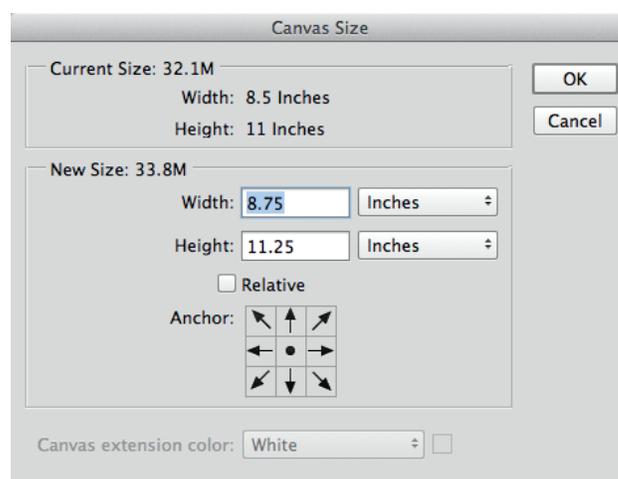


This now has a proper bleed. Some times there isn't enough image to extend. In those cases, you will have to enlarge the image, or replace it.



### *Bleed in Photoshop*

Photoshop is a special beast when dealing with bleeds. There is no extra space to pull a bleed past the trim edge, so you will need to increase your canvas size (**Photoshop > Image > Canvas Size**). You will need to enlarge it an extra .25" for the width, and .25" for the height. This will give you an extra .125" around.



For example, if you have a flyer that measures 8.5" x 11", and it has elements that need to bleed, the canvas size will need to be 8.75" x 11.25". You may need to enlarge elements after enlarging the canvas to get a proper bleed.

### *Online "Free" Fonts*

Free fonts may be a problem. Several of the free fonts available on the internet have licensing restrictions, where your source file may look fine, but the PDF may have not be able to include or display the font properly. It is always best to avoid free fonts. You may save money by downloading a free font, but may wind up paying for extra prepress time to get it to print correctly.

### *Missing Fonts*

Often when working files (InDesign, Illustrator, etc.) are supplied, fonts are not always included. Always include all of the fonts with your source files. See our handout on packaging files to help prevent this.

# HOW TO

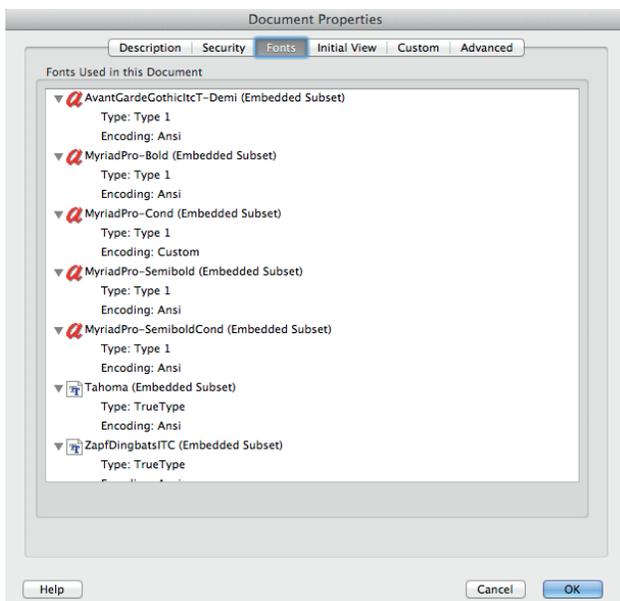
## Avoid common mistakes



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### *Fonts not embedded in a PDF*

When PDF files are sent, sometimes fonts are not embedded within the PDF. They may look fine on your monitor, but that is probably due to the fonts being active on your computer. An easy check is to open your PDF, and go to: **Acrobat > File > Properties**. You can also use (command “D”) in OSX, or (control “D”) in Windows.



This will show you ALL of the fonts used in your PDF. All of the fonts need to either say “(Embedded)”, or “(Embedded Subset)”. If the file name does not have one of these listed, the font is not embedded, and may delay or stop the production process.

### *Final Size vs. File Size*

Believe it or not, many people do not set up their files for the size they want it printed. Some programs make this very difficult (Powerpoint most of all). This can cause an added cost and delay as we will have to rework the file to get it to the correct size.

Sometimes the files sent does not match the print request/purchase order/quote the customer sends in. This is quite confusing as we try to figure out which size is the correct size. Try to verify the size of your

design before sending the file. Any discrepancy will cause a delay, and may result in extra prepress charges.

### *Scaling*

Often we get a flyer that someone wants enlarged. We are told to make it “poster sized” (usually 24” x 36”), but the original file does not scale proportionally. To determine apply the following formula to determine the correct enlarged/reduced size:

$$((\text{size wanted}) \div (\text{original size})) \times 100 = \text{Percent scaled}$$

Then multiply the other dimension by the same percent to determine the correct final size.

For example, we are given a flyer that is letter size (8.5” x 11”), and are told to enlarge it to 24” x 36”. Here’s how to check to see if this scales correctly:

$$(24” \div 8.5”) \times 100 = 282.353\%$$

Now to check the height:

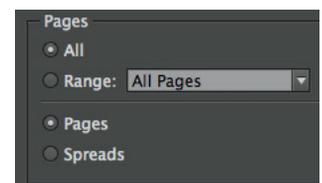
$$11” \times 282.353\% = 31.059”$$

$$\text{Final scaled size} = 24” \times 31.059”$$

This is 5” short of the required trim size, and will cause us to stop the job to determine if this size is acceptable.

### *Reader spreads*

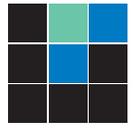
This is an option when creating a PDF in several programs, and displays as two pages together as they would appear in a book. Although this is an easy way to proof your job, our imposition software cannot use PDF files setup this way. Please have your designer turn off the “Reader spreads” options when making the final PDF file.



If you have no alternative, we can de-construct the PDF, and remake a single page PDF, which result in extra prepress charges. This is one time where a little check box, can cost a lot of money.

# HOW TO

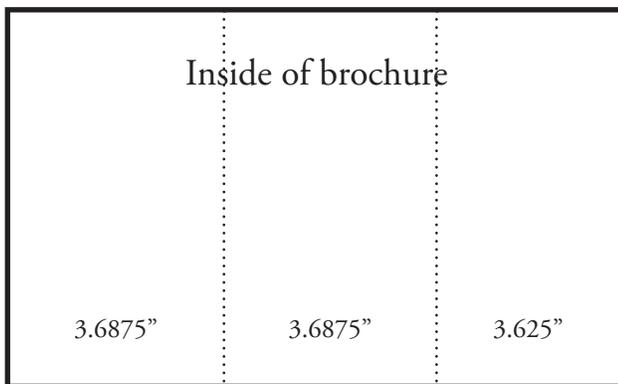
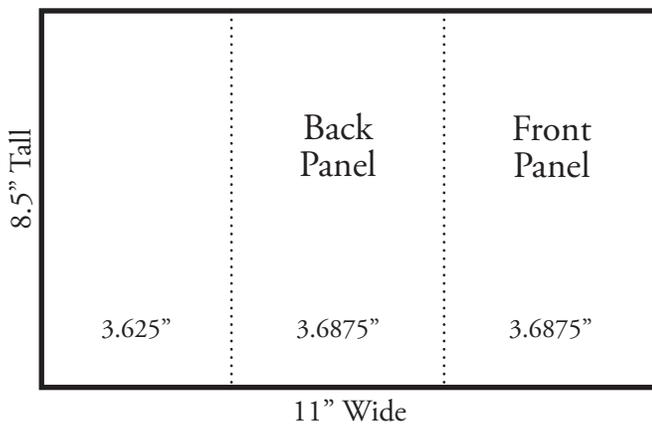
## Avoid common mistakes



print-tech

### *Panel sizes*

The common belief is that if you have a tri-fold brochure, then each panel is the same size. This is not correct, as the panel that gets folded inside must be shorter than the front and back panels. Below is a diagram of a standard letter size tri-fold. If you have any questions about the size of your folds, please ask your salesperson.



### *Imposed, or Multiple-up files*

Some programs offer to impose the files when you make a PDF. This may be helpful for a few copies on a small office printer, but causes a significant problem for us. It may seem like it helps us by doing some work for us, but this can actually take more time, as we have to often de-construct the file to turn it back into a single page PDF. When in doubt, just have "One page per sheet" selected when making your PDF.

### *Colors*

This issue is probably the most common. Let's start by taking about the three main colorspaces:

**PMS (Pantone Matching System):** These are custom mixed ink colors, that allow us to match a color every time it is printed. Think of the paint chips at the hardware store. If you have that special color mixed, then go back a month later, you can get the same color.

**CMYK (Cyan/Magenta/Yellow/Black):** These are the primary colors used for all "full-color" printing. You find these in an inkjet printer, a color copier, or a commercial printing press. Although these colors exist over a wide range of devices, they are manufactured differently depending on what printing device is used. Color can vary greatly from printer to printer. This colorspace contains several thousand colors.

**RGB (Red/Green/Blue):** These are the primary colors for the visual spectrum (the primary components for white light). Every scan, or digital picture, starts off as RGB. RGB is also the default colorspace for websites, televisions, and computer monitors. This colorspace contains millions of colors. We do not print in RGB colors, and must convert this colorspace.

It is a problem when multiple colorspaces are used in the same document. As a rule of thumb, if you are printing in Pantone colors, then your document should be created with only Pantone colors. Often we see CMYK colors intended to print as Pantone colors, or vice versa. This could generate extra prepress charges to get the document in the correct colors.

Another problem is that many designers use Pantone (or RGB) colors with the intent to print as CMYK. While we can convert the Pantone colors, there may be a noticeable shift in color. This is due to the limitations of the CMYK color system, and cannot be corrected. Adjustments can be made usually, but exact matching is not a viable option.