

Guidelines for Press-Ready Documents

MEDIA

- CD (multi-platform compatible), USB removable media, Zip 250 disk, 3.5" floppy disk, e-mail to prepress@infoseal.com OR prepress@njbf.com
Easy Upload - more secure than the standard FTP site, call for login details.

APPLICATIONS

- QuarkXPress 7.0
- Adobe InDesign CS3 or prior
- Adobe Illustrator CS3 or prior
- QuarkXPress 6.5 w/FormsX Extension or prior
- Adobe Photoshop CS3 or prior
- Adobe Acrobat 8.0 or prior
- Compression - use one of these formats for all electronically-transferred files: .sit or .zip
- Adobe Photoshop should not be used to create complete layouts. Use only for 4-color photographs, duotones, etc. The Photoshop graphics should be placed into Quark, InDesign or Adobe Illustrator and type should be set in one of these applications not Photoshop. Type set in Photoshop is bitmapped (smaller point size type is not readable) and does not separate or trap properly.
- Adobe Pagemaker documents will be converted to Adobe InDesign. Please provide printed copy for reference.
- Microsoft applications (Word, Publisher, Excel, PowerPoint) are incompatible with prepress output. If your document was created in one of these applications or any other application not listed above, we can do one of the following at our standard art charge price: (1) Scan from your high quality laser printout; (2) Re-create in one of our compatible applications using your printed copy for reference and importing your text as an ASCII format and placing graphic files that you have provided.
- We welcome PDF files regardless of the platform used to create them. As long as you follow these instructions on the proper way to save a PDF file as shown on the following pages. If these specifications are not followed you will need to provide us with the native file, all links and fonts. We cannot not be responsible for PDF files that are saved differently than these instructions.

GRAPHICS

- Submit only TIFF (.tif) or EPS (.eps) formats regardless of platform. Duotones and files with clipping paths must be EPS. When using PhotoShop EPS, the file must be saved with binary encoding, do not save linescreen with the file or any embedded color profiles unless this is something you specifically desire. If so make a note of this in your instructions. This may result in an undesirable effect that we cannot control.
- Resolution for line art – 600-1200 dpi; photos or tone art – 240-300 dpi at the final printed size. We cannot accept 72 dpi files loaded off an internet web page.
- Color files should be saved as CMYK or Pantone (PMS) spot colors. When using spot colors there should only be one name for each different color. For example if your file is printing in Reflex blue there should be only one color named Reflex blue listed in the color palette and all items printing in this color should be in this color not some other color of blue. If you are not sure about this you should run separations to a B&W printer to make sure your file is set-up correctly. Grayscale files should be 8 bit. Please do not send files that are RGB.
- Illustrator files must be in CMYK color mode. Use Pantone (PMS) colors for spot colors. Be sure to include any fonts used in the artwork or convert them to outlines.
- Unacceptable file formats include: JPEGS, PICT, PAINT, BMP, GIFS and QuickTime.
- All graphics used in your document, whether linked or embedded, must be provided as separate files.
- Note: Embedding unacceptable formats in an accepted format does not make the file OK.

FONTS

- Fonts must be Postscript Type 1 or True Type for the MAC. Please provide suitcases and printer fonts for all Postscript Type 1 fonts used in your document. True Type fonts don't require separate printer fonts. We cannot use PC fonts. Therefore, we have a large library of licensed Mac platform fonts. If you're working in Windows platform, check with us to make sure we have Mac versions of any fonts you'll be using in your document.
- Be sure to use the actual font in the "Font" menu instead of using the "Style" menu for type styles (bold, italic, etc.).
- Avoid using the Arial font family, it does not print consistently.

DOCUMENT SET-UP

- Your document size should be the actual size of the final product. (For example: a letter size form should be an 8.5" x 11" document, not an 8.5" x 11" design floating on an 11" x 17" page.)
- Multi-page documents should be set up in the same file not individual files
- We need a 3/8" press grip or gap.
- Bleeds should extend 1/8" beyond the edge of the page.
- Keep your files organized only send the file you want printed. Put all fonts into a folder called Fonts, put all your images into a folder called Images. Unorganized files may result in delays and confusion.

TRAPPING

- Traps should be a minimum of .25 point, .5 point preferred wherever appropriate.
- Black should overprint light or screened background colors.
- We reserve the right to adjust trapping if necessary to meet our press specifications.

HARD COPY PRINT OUT

- Please provide a composite proof (laser or color) of the final file provided for output when you send in your purchase order.

PROVIDED AT NO CHARGE

- Setting up applications to run your file based on the information you provided, and installing fonts included with the job.
- Preflight file examination for obvious problems seen on the monitor.
- Quality control to meet specified printing requirements.
- A final color proof with all manufacturing marks and specifications will be sent to you for your review, it is your responsibility to proofread and approve all aspects of the job.

SPECIAL SERVICES PROVIDED AT ADDITIONAL ART CHARGE RATE

- File editing, including (but not limited to) adjusting document size and margins, graphics conversion and customer corrections.
- Re-creating artwork from mock-up or previous printed sample.
- Creating laser proofs not provided with file, we prefer that you provide a hard copy print out at time of purchase order.
- Additional time due to incomplete files, broken links, missing elements or incorrect color separations.



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