

## PRINT SPECIFICATIONS

### PROCEDURE

\* **Macintosh Based**

\* **Disk Requirements:**

Files may be supplied on CD, DVD, as a zipped or .sit file uploaded to our ftp site, or a zip disk.

\* **Applications Supported:**

Documents must be created in QuarkXpress, Illustrator, Photoshop, InDesign or Freehand.

\* **General Guidelines for File Preparation:**

**Document Size:** Create your document to the exact final size you want output.

**Bleed Areas:** All bleeds should be set up to a MINIMUM of 1/8 inch beyond trim.

**Crop Marks:** Internal crop marks should be set to REGISTRATION color so they appear on all plates when output.

**Photoshop Files:**

1. All imported Photoshop files should be saved as CMYK, GRAYSCALE, or DUOTONE, for images, BITMAP for line art. DO NOT USE RGB, LAB or INDEX COLOR.
2. Imported photos should be created at a DPI appropriate for the line screen in which they are to be output. Here is a general formula to use for calculating DPI:  $DPI = (LINESCREEN) \times (2) \times (\% \text{ of imported graphic})$ .
3. PHOTOSHOP FILES: Save Photoshop files as EPS, or TIFF files; do not use JPEG or LZW compression.

\* **Fonts:**

1. Only use POSTSCRIPT fonts, do not use TRUE TYPE fonts. TRUE TYPE fonts do not output to film with reliable results.
2. Do not use the type style menu, or control bar to stylize your types. Select the actual stylized font from the font menu. For example, use HELVETICA BOLD instead of applying a "bold" style to the Helvetica font.
3. If the program allows, please convert all fonts to outline or graphic images.

\* **Page Layout:**

1. Any photos placed into picture boxes must be at least 1/16" larger in all directions than the box they are placed in to allow proper fit.
2. Photos placed as FPO (for position only) should be marked FPO in the picture box.
3. Do not use the "WIDTH", "HAIRLINE" for any rule.

\* **Colors:**

Please delete ALL unused colors from ALL elements of your document in the native program used to create them.

\* **Illustrator/Freehand:**

You MUST supply a copy of all imported/placed images.

\* **Final Preparation of disk for output:**

1. Please put ALL PLACED, or imported elements of your final document into ONE folder and label it ART.
2. Please place the final document file itself into another folder and label it MECHANICAL. This folder should contain only the final version of your document, and no earlier versions.
3. Please place all FONTS used in the document, or any of its placed elements into another folder and label it FONTS. Remember to include both SCREEN and PRINTER fonts. These fonts will be used for output purposes only, and will be deleted after job has been completed.
4. Double check all fonts usage and make sure you have placed them in the fonts folder on disk unless the fonts have been converted to outline or graphic images.
5. Delete all other files from disk that are not used for your final document.

\* **Questions:**

Please contact us. We want to help the process run smoothly.

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