



ELECTRONIC PRE-PRESS PROCEDURES



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ABOUT ELECTRONIC PRE-PRESS PROCEDURES

SPECS FOR PREPARING ARTWORK

All jobs for outputting must be accompanied by a hard copy print-out of the file, and should be clearly marked for size and color break.

DISK REQUIREMENTS:

Files may be supplied on 3.5" floppies, 100 MB Zip, or CD Rom.

Please include a printout of the disk contents and indicate which specific files to output.

APPLICATIONS SUPPORTED:

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

GENERAL GUIDELINES

- **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"** beyond trim. There is **NO BLEED** on CD/DVD imprint.
- **CROP MARKS:** Internal crop marks should be set to **REGISTRATION** color so they appear on **ALL** plates when output.

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 for proper fit.
2. Photos placed on files **MUST** be of high-resolution.
3. Do not use the "WIDTH" "HAIRLINE" for any rule.
4. **COLORS:** Please delete ALL unused colors from ALL elements of your document in the native program used to create them.

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 type. 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 preparing artwork on Illustrator, Photoshop or Freehand, prepare the fonts to outlines.

ILLUSTRATOR/FREEHAND

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

CD/DVD LABEL PRINTING SPECIFICATIONS

1. All artwork must be submitted in digital format. (A Zip Disk, CD-ROM or email file to your customer service rep to insure the job gets into the system)

PLEASE STUFF OR ZIP EMAILED FILES IT HELPS TO PROTECT THEM.

2. If Film is submitted, it needs to be right reading, emulsion-up, and positive.

3. D-max on submitted film must be at least 3.5 and fog less than 0.8.

4. There must be clearly marked verification of colors (make note of special colors, i.e. P.M.S. colors). Each piece of film must be marked with a color indication.

5. Check the proper template for minimum center hole size and outside diameter

6. There should be **no bleed** on CD/DVD imprint. Keep all art within template.

7. Multi-color jobs must be marked with registration marks for proper alignment. Maximum allowable distance for registration marks is two inches from outer edge of image.

8. Proper type sizes:

•Minimum type size for straight printing is 4 point (**watch TM, © & ® symbols for they will be even smaller and less likely to print well**)

•Minimum type size for reverse and knockout printing is 5 point. (**watch TM, © & ® symbols for they will be even smaller and less likely to print well**)

•Minimum knockout type size for four-color process printing must not be smaller than 6 point. (**If smaller type is required, the type must be overprinted or it could look fuzzy**)

9. Tonal range should fall between 15% and 90%. (**Anything under 15% might not print and over 90 might print solid**)

10. Halftone screens / Lines per inch = 85, 100 or 120 line.

11. Try to include a laser print whenever possible.

12. Please specify whether or not your job gets a white flood. Printing is on silver if there is no white flood.

13. Please keep in mind that jobs created in Photoshop the text could appear fuzzy. Photoshop is a pixel-based program.

14. Make sure that images are **CMYK not RGB**. If we have to convert the file the color may be different than what you originally planned.

FINAL PREPARATION OF YOUR 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, and should match the hard copy you supplied of the file.

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. Open your completed file from the disk you will supply us and make sure that all links to imported graphics are in place, and status is "OK" in picture usage menu, or links menu.

5. Double check all fonts usage and make sure you have placed them in fonts folder on disk.

6. Delete all other files from disk that are not used for your final document.

Thank you. Your cooperation will help us serve you better.

If you have any questions please call (877)-900-DUBS (3827)