

# Imaging From Your Disk

## Media Formats

We currently support the following media formats for receiving your files. If you don't see your preferred media here, please call us.

- CD-ROM
- Zip 100Mb disks
- 3 1/2" floppies
- Jaz 1Gb disks
- Magneto Optical 680Mb and 230Mb
- Email (Fax Electronic Files Checklist and hard copies)

## Preferred Software Programs

We currently support the following software versions. We are always upgrading to maintain the cutting edge of our industry. If you have a more recent version, please contact us — we should be able to accommodate you with advance warning. We support some non-standard programs for additional fees. Please call in advance if your software program is not listed here.

- QuarkXpress 5.x
- Adobe Acrobat PDF 5.x
- Adobe PageMaker 7.x
- Adobe Illustrator 10.x
- Adobe InDesign 2.x
- Adobe Photoshop 7.x
- Microsoft Publisher 2002

## Organizing Your Files

For speedy processing of your job, we suggest organizing your files into the following folders or directories.

- Job Name
  - Document Files
  - Font Files
  - Graphic Files

After preparing your disk, print a copy of the disk contents.

## Gathering Your Files

In order to output your job properly, we require all fonts, graphics and documents used to create your job. There are a number of ways to be certain you have sent us all that we need.

- **Markzware's FlightCheck** will check most layout files for common errors that may delay your job or produce unwanted results. It will collect all needed files, including fonts, that are required to print your job.
- **QuarkXPress** has a built in feature, **Collect For Output**, that will collect all graphics files and prepare a report. Collect the fonts listed in your report as well.
- **Adobe PageMaker** has a built-in preflight option — **Save For Service Provider** which will collect your graphics and fonts and prepare a report.
- **Adobe InDesign's** feature, **Package**, will collect your graphics and fonts for you. Be sure to preflight your files before packaging to ensure accurate output of your files.
- **Microsoft Publisher** will collect all your graphics and embed all your fonts when you use the **Pack And Go** feature. Be sure to choose the **Take To A Commercial Printing Service** option. Pack And Go will generate 3 files. Be sure to send us all 3 files.
- **Adobe Acrobat PDF** files must be prepared properly for quality output. Make sure files are distilled using the **Press Optimized** setting. Files should be created with

crop marks and already be color separated (your pdf will have one page for each spot color). If we have to add crop marks or manually color separate your pdf file, there will be additional charges.

- **Other programs** will require you to manually collect each graphic (in EPS or TIF format) and font that you used and copy it to your disk.

NOTE: Please be sure that you link, NOT embed, all graphics in your layout program. Embedding graphics will prevent us from fixing your document if required. PageMaker users must be sure to say "NO" when asked "Include the complete copy in the application anyway?" If you say yes, PageMaker will embed the item. If you say no, the file will still be placed in your document, but will be linked.

## Fonts

In order to print your job exactly as you have designed it, you must send us the fonts you used in your layout. Jobs that arrive without fonts are subject to additional fees and possible delays.

### PostScript Fonts Vs. TrueType Fonts

PostScript fonts are preferred over TrueType process more quickly and are more reliable. PostScript fonts require two files to work properly: the screen font and the printer font. Be sure to provide every font you use both in your layout file AND in any artwork used in that file.

### Macintosh Fonts

Your fonts can be found in one of two places: the System folder or the Fonts folder in the System folder. Transfer the fonts by copying them into the Fonts Folder on the disk you are sending us. Be sure to include all styles for each font: regular, bold, italic, bold italic, etc.

### Windows Fonts

Fonts in Microsoft Windows are generally found in the directory \windows\system. Copy your fonts into a directory named "fonts" on the disk you are sending us. The following suffixes identify common font types:

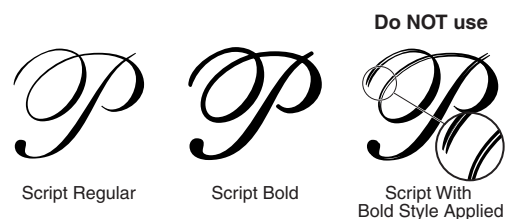
- .ttf – TrueType Font
- .pfb – PostScript Font File (binary)
- .pfm – PostScript Font Metrics File
- .pfa – PostScript Font File (ascii)

Two popular font utilities allow easier font handling: Ares FontMinder and Adobe Type Manager. Both programs will open fonts, group them in sets and check that they print properly. We strongly advise that you use these utilities.

### Styles

Some programs allow you to apply styles (italic, bold, etc.) to a plain font to approximate the real font. **DO NOT** use this option. **A stylized font may not print correctly to an imagesetter.** If you need a font style, use the real font. For instance, use HelveticaBold instead of HelveticaLight styled Bold.

Some fonts or programs will not allow you to access the variations. In this case, be sure to include all variations of the font on the disk you send us. **Some TrueType fonts, especially scripts, will not accept styles. Use TrueType fonts at your own risk.**



## Scanning Images

### Resolution

Image resolution is expressed in terms of Dots Per Inch or dpi. The resolution of a given image is a key factor in determining how well the image will reproduce. The dpi also affects the size of the image. If you only need to reproduce the image at 4" x 5" at a resolution of 300 dpi, that's the size at which the file should be scanned. Scanning images larger than they need to be can result in long processing times and darker photos.

### Scanning Tips

- Scan your image to the size you will be using it.
- The resolution of your image should be 300 dpi. On most images a difference of  $\pm 10\%$  will not cause a significant difference. NOTE: Images taken from the web are generally 72 dpi. These images will not reproduce at an acceptable quality when printed.
- Line art scans should be done at a resolution of 800 dpi or greater.

## Saving Your Images

- Clipping paths should be as simple as possible, with no more points than necessary.
- Do not use JPEG or GIF compression which can significantly decrease the quality of your image. LZW is a lossless compression and should not cause reduction in the quality of the final image.
- We recommend placing only TIF and EPS files into your page layout program. Although the newer versions of InDesign, Illustrator and Publisher will accept native Photoshop or JPEG files, they can significantly increase the size of your document and the time required to process your files, resulting in additional charges.

## Pagination

Talk to your printer to find out how the job should be imposed. You may need to set your file up in Printer's Spreads or with multiple copies on a larger sheet to accommodate your printer's requirements. We can perform these services for an additional charge.

## Color Printing

- Submit all color files in CMYK or Spot, not RGB or Indexed Color. RGB and Indexed Color images will not separate for color printing.
- Monitors and color printers vary widely in how they display colors. What you see on the screen or on your printer may not be what you get in the final printed piece. Purchase a Pantone Matching System for critical color matches. These guides will show you exactly what a color will look like when printed. In addition, be sure that all colors are identified properly. Even slight differences in naming your colors will result in additional charges to fix your files. Remove any unused colors from your file.
- If you submit your images in RGB or Indexed Color modes, we will try to convert it for you, but colors may shift and the conversion will incur additional charges.
- Tiffs will only print in black and white or 4-color (CMYK). If you are printing a job in spot colors, you cannot use a CMYK Tiff. Convert it to Grayscale and assign it a spot color in your layout program. Also note that Tiffs result in a white background. If you need a background behind your image, convert the image to bitmap mode in Photoshop or create a clipping path around it and save it as an eps.

## Trapping

Whenever two spot colors touch, they must be trapped to prevent the paper showing through when printed. All layout files AND graphics must be trapped to your printer's specs. We can apply trapping to most files for an additional fee.

## Proofs

To ensure that our output of your files matches what you expect, we require a hard copy of your job. Without it, we make no guarantees of the output. If your job prints in more than one color, print your file to separations and include a copy when you send your job to us. This will allow you to be sure your file is color separating properly. Please be sure that any last minute changes are reflected in the proofs you send.

## Required Items... Help Keep Your Costs Down

Please help us by checking these critical factors. Not only will it assure you that your job will print properly, but will save you money in the long run. Changes to your file to correct it for output will be assessed.

### Proof And Folding Dummy

We cannot stress enough the importance of a final proof or printed sample of your job. If we have no proof, we will assume our output is correct and will not be held responsible for any differences. Be sure that you include a folding dummy so our bindery experts can be sure the job is done properly.

### CMYK & Spot Colors

Be sure that all photos in 4/color process jobs have been converted to CMYK and that all spot colors are identified properly. For jobs with more than one color, include a color separated print out with your disk. Remove all unused spot colors from your document.

### Bleeds

Any object that prints to the edge of the page needs to be extended at least 1/8" off the edge of the page to allow for variation in the trimming of the final piece. If the color does not bleed, a white edge may appear after trimming.

### Graphics

It is critical to include your original graphics files in eps or tif format on your disk. DO NOT embed your images in your layout program. If you do, we will not be able to make any corrections to your graphics file. If your colors are not properly identified, the file will not correctly separate.

### Fonts

Take a close look at your files and send all fonts you have used. Remember to include any fonts used in your art files as well. If you do not provide fonts, we will substitute something similar, but will not be held responsible for reflowing text.

### Questions?

Please call us if you need help preparing your files for output. It is cost effective to resolve questions early to eliminate unnecessary file output problems. Before output of your file can begin, please complete and sign the accompanying "Electronic File Checklist."