

Number 1



File Preparation: Make the Best Software Choice

There are quite a few different applications on the market for Desktop Publishing and Design. Listed here are a few of these applications along with a little explanation of how each application should be used.

Layout & Design

Adobe PageMaker (6-7.0)

Good layout software for brochures, single page fliers, books, and complicated design work. Not as involved as Quark and a little more user friendly.

Adobe InDesign (CS)

Good layout software for brochures, single page fliers, books, and complicated design work.

Illustration & Graphic Art

Adobe Illustrator (CS)

Illustration software, excellent for line art, logo design, and graphic illustration. Great tool for line drawings and dynamic blending, type on a path, and has all the Photoshop filters available as well.

Corel Draw

Illustration software, excellent for line art, logo design, and graphic illustration. Great tool for line drawings and dynamic blending, type on a path. Other. Please output to pdf before submitting.

Adobe Photoshop (CS)

Digital manipulation and imaging software. Allows the complicated manipulation of photos and digital images via filters, and dynamic tools. Very good for image retouching and color correcting of photos.

Adobe Acrobat (CS)

Digital document creation and viewing software. Allows one to convert single paged, and multiple paged documents into a digital format for use on the web and/or trouble shooting problem documents

Document Setup - Text Editing

Files created in any of the Programs below should be converted to .pdf files before sending to us to avoid any problems in production.

MS Word

Word processing software created by Microsoft. Great for word processing at your desk, when you can print to your printer but no good for offset printing. Limitations in software make it difficult to do proper, efficient layout. Any MS Word files presented for offset printing will have to be converted to pdf.

Microsoft Publisher

Software for brochures, single page fliers. Not as involved as Quark. No real drawing capabilities. Any Publisher files presented for offset printing will have to be converted to pdf .

MS PowerPoint

Presentation software created my Microsoft. This software is great for creating slides/transparencies for a presentation. Limitations in the software prevent this from being an efficient layout program. Any PowerPoint files presented for offset printing will have to be converted to pdf .

MS Excel

Database software created my Microsoft. Great for creating databases and graphs. Limitations in the software prevent this from being an efficient layout program. Any Excel files presented for offset printing will have to be converted to pdf at the customers cost.

Acceptable File Format Guide

We accept the following digital file formats:

.EPS
.JPG or .JPEG
.TIF
.PSD (Photo Shop Document)
.PDF (Acrobat Format) (fonts must be embedded)

Accepted scanned or linked image formats:

Adobe Photoshop (PSD)
.TIF
.EPS
.BMP

NOTE: All scanned images must be at 100% size, at least 300 dpi, and CMYK format. You must convert your RGB images to CMYK.

File Preparation:

For files with a bleed allow a minimum of 1/8th inch for trimming
Crop all images exactly the way you want them to look.
Illustrator has trouble with clipping masks and transparencies. PLEASE edit your IMAGES in Photoshop. Fonts and graphics placed over these "Clipped" areas often error when ripped. If in doubt, distill your file and look closely at the areas in question.
All scanned images must be 100% size
All scanned images must be 300 dpi
All images must be CMYK
All colors must be CMYK (PMS SPOT COLORS MUST BE CONVERTED TO CMYK)
All fonts MUST be converted to paths or outlines including any linked/placed .eps files
Include all linked/placed images along with your master document.

Please .zip or stuff your files before sending to our ftp site.

All fonts must be converted to paths, curves or rasterized. If you don't know what that means, please ask before sending.

****if you send files in RGB or Spot Color format, we are not responsible for color variation. Some CMYK versions of spot colors may vary. Please reference a Spot to a Process chart when choosing your colors.***

