

Submitting Electronic Files

PDF Files: We prefer that you send us pdf files for printing. Please name the pdf with your company name or project. Please make sure they are “press-optimized” with no compression, that the bleeds extend 1/8 inch past the trim, and that you include crop marks. All art within the pdf should be CMYK, spot colors or grayscale and fonts need to be embedded. If these guidelines are not followed, you will be asked to resubmit the art to our specs. If this is not possible, Printery can accept your files from QuarkXpress, Adobe Pagemaker, Photoshop, InDesign, Illustrator or Freehand, and we will create the pdf for you for a charge. Please refrain from designing using Microsoft products as Publisher and Word are problematic, and they save as RGB files only. One of the problems with RGB is that black type separates onto all 4 plates. Please take a moment to read over the following guidelines before submitting files to us.

Disks and Media: Printery can receive files in the following formats:

CD-ROM

3.5" Floppy Disks

Iomega Zip (100mb and 250mb)

E-Mail: star@printery.com

FTP (FTP instructions can be found at <http://www.printery.com/upload.html>)

Your company name and phone should be clearly marked on all disks sent to us. Print a list of all files that you are sending (a copy of the print window is fine). Do not send unnecessary files, it will slow up your job and can cause some confusion.

Fonts: Fonts are one of the largest concerns when preparing electronic files. To help ensure that your job is output correctly always provide fonts on your disk. Remember to include fonts that have been used in placed graphics (for example: EPS files). Converting text to paths (or outlines) in placed graphics eliminates the need to send these fonts, but remember we cannot make text changes for you should they be needed. TrueType™ fonts such as Apple True-Type™, Bitstream™ and inexpensive fonts downloaded from the Web are more likely to create problems in the production of your work. We recommend that you avoid them and only use Adobe Postscript fonts. Do not simply click the bold or italics button the tool bar of a page-layout program; only use the actual Bold or Italic version of that typeface. For example, many script typefaces have no bold, so clicking the bold will not work.

If you are submitting a PageMaker or QuarkXpress file: Make your page size the same as the final trimmed size and extend any bleeds 1/8" beyond the page trim. Note that perfect bound or loose-leaf documents also require a bleed at the binding edge. In Pagemaker, when placing images in the file, always “link” rather than “embed” (click NO when asked whether to “include a complete copy in the file”) and supply all those linked graphics/photos on the disk. When building colors, **always** use the CMYK palette rather than the RGB palette. Refer to a process color tint build book to look up the correct values to use. Build your colors by the numbers - screen representations of colors may look very different than the actual printed color. Submitting a color laser with your file is helpful. Your laser copies or prints help to ensure that we produce what you expect. Laser prints must be the final version of your file. If you make a change, please take the time to print a new laser which reflects that change. There should be no discrepancy between the actual electronic file and the lasers you send. Always mark lasers for color breaks, tint builds, FPO, live art, varnishes and any other information we will need to produce your job. Lasers should be supplied to us at 100% of the final document size. Tiling for oversized documents is acceptable. Printery will perform all required trapping.

If you are submitting an EPS file: Convert all fonts to outlines or paths. This reduces the risk of font errors in the files and makes for smoother sailing when postscripting. Make sure graphics are CMYK and are included on the disk. If you have an EPS embedded within an EPS, you must also supply us with the original editable files. Do not use jpeg compression for your EPS and do not enable any transfer function.

On the PC side: We accept PC Pagemaker, Illustrator, Photoshop files as well, apply the same rules as above. If you’re using Corel Draw, save as Adobe Illustrator file with text turned to curves. Please refrain from designing using Microsoft products as Publisher and Word are problematic.

Scans/Images: Photos should be in TIFF format. Photos must be grayscale or CMYK, never RGB. 300 dpi is sufficient resolution for color or grayscale, 600 for line art or scanned text. Scans should not be scaled within your layout program more than 10% larger than original size. Scan to your intended final size. If you must guess, scan slightly larger, then reduce the scan in the layout program.

If a disk is inconvenient or your deadline is approaching, you may email small compressed files to star@printery.com. If your compressed files are over 5 megabytes, you may upload to our ftp site, then send an email to star@printery.com detailing the specifics of your job. Point your browser to <http://www.printery.com/upload.html> and step three has a link to our anonymous login.