

Detailed Specifications for Submitting Electronic Files For **NEWSPRINT**

To insure the accuracy of your job, please provide a printed sample or "mock-up" along with your digital files. If a printout is not provided, we can only make assumptions as to what the final output is supposed to look like and will not accept any responsibility for any errors that may occur.

FILE COMPATIBILITY REQUIREMENTS

We will accept customer files created only in the following applications:

	Macintosh	Native PC File
QuarkXPress	6.5	Not Accepted
Adobe Acrobat 6.0	PDF	PDF
Adobe InDesign CS1	CS1	CS1
Adobe Photoshop CS1	Save as TIFF or EPS	Save as TIFF or EPS
Adobe Illustrator CS1	Save as EPS	Save as EPS
Macromedia FreeHand 10	Save as EPS	Save as EPS
CorelDRAW	Save as EPS	Must be exported to EPS

APPLICATION REQUIREMENTS

QuarkXPress or InDesign:

1. All screen AND printer fonts must be included with the file.
2. All linked images must be included with the file and named the same as the links in the file.
3. Do not use *Bold*, *Italic*, *Outline*, or *Shadow* from the text style palette to change font styles, as they will not print correctly.
4. To avoid confusion, remove any unused colors from the file's color palette.
5. Use the appropriate color format (see "Working with Colors and Separations")

Adobe Photoshop:

1. All files must be saved as TIFF or EPS.
2. Images must be submitted at 250 dpi at the size to be printed.
3. Do not color an image in Photoshop unless it is CMYK Process or a Duotone (tritone, quadtone, etc.).
4. Use the appropriate color format (see "Working with Colors and Separations")

Adobe Illustrator:

1. All files must be saved as EPS.
2. Convert all fonts to "outlines."
3. If you are using a placed graphic in your Illustrator document, make sure to include the placed file separately.
4. Place all graphics at 250 dpi and 100%.
5. Use the appropriate color format (see "Working with Colors and Separations")

Macromedia Freehand:

1. All files must be saved as EPS.
2. Convert all text to "paths."
3. If you are using a placed graphic in your Freehand document, make sure to include the placed file separately.
4. Place all graphics at 250 dpi and 100%.
5. Use the appropriate color format (see "Working with Colors and Separations")

CorelDRAW:

1. Export as an "EPS" file.
2. Always select the "text to curves" option to eliminate font information from your file.
3. Place all graphics at 100%.

Linked EPS or TIFF Images (i.e. photos images, clip art, etc.) placed in the artwork must be NO LESS THAN 250 dpi. All photo images and clip art should be in the correct color format. For example, if your final output is 4-color, all photos should be in CMYK format, NOT RGB. If your final output is spot color, then your graphics should reflect this. Standard spot colors used are based on the Pantone Matching System-Uncoated Colors. For example, Red = PMS 185 CVU, Blue = Reflex Blue CVU, Green = PMS 347 CVU.

PDF Files: We currently support ONLY "Black and White" and "4-Color" artwork in the PDF file format as long as they are distilled for output to a postscript printer at a high resolution of at least 250 dpi or higher. Please remember to embed all fonts and images before distilling the pdf file.

Microsoft Word, Excel, Publisher, or PowerPoint: WE DO NOT SUPPORT FILES CREATED USING THESE SOFTWARE PROGRAMS FOR OFFSET PRINT PRODUCTION.

WORKING WITH COLORS AND SEPARATIONS

Colors used for offset print production may be used in two different ways: **SPOT Colors** and **PROCESS Colors**.

Process Colors are used when a printed piece is full-color (photographs, etc.). It is also known as 4-Color, and uses cyan, magenta, yellow, and black inks (or plates) to produce full-color images.

Spot Colors are used when a printed piece uses one or a few specific colors, or when a specific color needs to be matched. Spot colors are sometimes known as Pantone (or PMS) colors.

Spot Color Selection: Choosing colors for a design project can be confusing since there are so many swatch libraries built into most software programs. Realize that there is a difference between the coated and uncoated libraries (CV, CVC, and CVU); Make sure you select all colors from the same library. Always remember to remove the unused colors from your final document!

Do NOT use RGB (red, green, blue) colors.

Checking Separations: Most clients submit composite laser proofs with their electronic files. While it is very important to receive a hard copy proof with any job, it is even better for the customer to output laser separations to verify the integrity of the document. Printing laser separations in this manner will ensure that all the colors in the job are separating correctly.

SUBMITTING YOUR FILES

Once your files have been set up according to our specifications, you can submit them to your customer service representative in one of the following ways:

1. Floppy Disk (3.5")
2. 100 MB or 250 MB ZIP Disk
3. CD-ROM
4. E-mail (Please see your account representative for file size and compression restrictions.) Presently, emailed files are limited to only 2 MB. Please do not give us the only copy of your file(s). On rare occasions, files may become corrupted or damaged and we may need you to send it again.
5. We also offer an option to upload your file(s) on our website via ftp. You must have a username and password to do this. Contact your customer service representative to acquire this info.

OTHER INFORMATION

JPEG and GIF:

JPEG and GIF images are specifically intended for viewing on computer screens as seen on most web sites. They are not intended for print and will not print correctly. Please contact your customer service representative if you have any questions about JPEGs or GIFs.

Incorrect or Incomplete Artwork:

Artwork that is submitted that does not meet the aforementioned specifications will be subject to in-house correction in order to prepare the files for printing. We will allow 10 minutes to correct most files. If the file problem cannot be resolved within this time, we will take one of the following courses of action depending on the customer's preference:

1. Correct the problem and continue with job (subject to current hourly rate charges).
2. If time permits, return file to you (client) for the necessary corrections.
3. Call for authorization.

Fonts:

1. We currently support PostScript and TrueType fonts only. We do not support the use of Multiple-Master or Open Type fonts at this time.
2. All *screen* AND *printer* fonts must be included with the file.
3. If fonts are not available to be included with the file, a printed sample **MUST** accompany the file, and we will replace them to the best of our ability using one of our fonts, and a proof will be sent (subject to current hourly rate charges).
4. Most Macintosh fonts are NOT compatible with PC systems and vice versa.
5. BEWARE: Never use *Bold*, *Italic*, *Outline*, or *Shadow* from the stylization palette to alter fonts. They will not print correctly and may delay the job.