

# Detailed Specifications for Submitting Electronic Files For Offset Printing

To insure the quality and accuracy of your project, please provide a printed sample or "mock-up" along with your digital files if possible. If a printout cannot be provided, please provide an Adobe pdf file with the fonts and graphics embedded.

## FILE COMPATIBILITY REQUIREMENTS

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

### Native Macintosh or PC File

QuarkXPress 8.1 or greater	Collect for Output
Adobe Acrobat PDF 6.0 or greater	PDF File, Embed Graphics & Fonts
Adobe InDesign CS1 or greater	Package, Collect Fonts & Graphics
Adobe Photoshop CS1 or greater	Save as TIFF or EPS
Adobe Illustrator CS1 or greater	EPS, Outline Fonts, Embed Graphics
Macromedia FreeHand 10 or greater	EPS, Outline Fonts, Embed Graphics
CorelDRAW (any version)	EPS, Outline Fonts, Embed Graphics

## APPLICATION REQUIREMENTS

### QuarkXPress or InDesign (Collect for Service Provider/Package):

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 300 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 when saving your file.
4. Place all graphics at 300 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 when saving your file.
4. Place all graphics at 300 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 300 dpi and 100%.

**Linked EPS or TIFF Images** (i.e. photos images, clip art, etc.) placed in the artwork must be NO LESS THAN 300 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 300 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 DUE TO LOSS OF QUALITY ISSUES THAT MAY OCCUR.

## 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. Most corporate logos are created using Spot 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); Selecting all colors from the same library will insure accurate results. Always remember to remove the unused colors from your final document!

**Do NOT use RGB (red, green, blue) colors.** Used mainly for web graphics.

**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 as intended.

## 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. CD-ROM or DVD-ROM Disk. See your CSR for mailing instructions.
2. E-mail (Please see your account representative for file size and compression restrictions.) Presently, emailed files are limited to only 10 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.
3. We also offer an option to upload your file(s) on our website via ftp. If uploading a file through the [www.adpmediagroup.com](http://www.adpmediagroup.com) website, the correct user name is: **adpuser**. The correct password is: **hyw80adpmedia**. Please contact your customer service representative if you encounter any difficulties in accomplishing this.
4. YouSendIt File Upload Link:  
<http://dropbox.yousendit.com/ErrolHenry839990>

## OTHER INFORMATION

### JPEG and GIF:

JPEG and GIF images are usually 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 CSR if you have any questions regarding them.

### 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). We will usually call or email you for authorization.
2. If time permits, return file to you (client) for the necessary corrections.

### Fonts:

1. We currently support PostScript, TrueType and Open fonts only. We do not support the use of Multiple-Master 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 and time available).
4. Some 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.