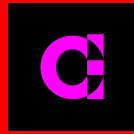


READ THIS
WHITE PAPER
TO LEARN . . .



FILE PREPARATION GUIDELINES

We recommend that the following steps be followed when submitting electronic files. This will ensure minimal time delay as well as lower cost.

FILE DELIVERY:

Please use our FTP site for delivery of all files. We have automation built that is connected to FTP file uploads. The automation saves money, increases accuracy and decreases turn-around time. To electronically submit your file, please request an upload link or request a user name and password to access our FTP site.

SOFTWARE:

Use software for the purpose it was written, more specifically: Use photo retouching software (Photoshop) for color adjustments and image manipulation only. Use page makeup programs (Indesign, Illustrator, Quark) for putting the images and graphics together into a document.

FONTS:

Provide both the screen and printer fonts for all fonts used. Include all fonts used in placed graphics such as EPS files. As an alternative, you can convert text used in placed graphics to paths but understand that if you want to make any changes to the type, we will need the fonts. Use Adobe fonts whenever possible. Cheap fonts can result in problems.

FILES:

Please only send the file(s) that are used in your job! If you are sending us files without sending us hardcopy, we ask that you also send a PDF which we'll use for quality control. The best file you can send is a correctly built PDF. Our automation can process the file without human intervention. However, if adjustments need to be made, it is best for us to have your native files as well since the PDF format limits what can be corrected. So, if you want to cover all possibilities, please send your native files along with your PDF. Another option would be for you to make corrections and resubmit the file but that can take more time and cost than having us do it.

COLORS:

Please make sure your file only contains the colors we will use to print the file. If your file contains PMS colors, please make sure the PMS name is used consistently throughout the document without any variations.

When supplying native files e.g. Adobe InDesign® or Quark-Express™, please include all elements; documents, images, and fonts. Place in one folder and zip or compress before attaching or uploading. PDF's are the standard file format for transmitting files for printing, but it's important to prepare your PDF file correctly. Improperly prepared files can delay your job and result in additional charges.

IMAGES:

Photos: should be in RGB with the profile attached and saved as an EPS or TIFF, or CMYK.

Resolution to be 300 ppi with the image at the size it will be used at in the document.

Using images that are higher than 300 ppi will not necessarily increase the quality of the image. Using images that are lower than 300 ppi can result in jagged edges or blurry out-of-focus images.

Graphics: When possible, create all graphics as vector files. Vector files are resolution independent and will print sharply and in-focus at any size. If your graphics are not vector files, make sure their resolution is 300 ppi at the size it will be used in the document. Make sure all images and graphics are linked correctly.

BLEEDS

If your document contains images that extend to the trimmed document edge (bleeds), then your document must have a bleed size of 1/8" beyond the page trim on all 4 sides.

For example, If the final trimmed size of your document is 8.5" x 11", the bleed size will be 8.75" x 11.25". Note that perfect bound or loose-leaf documents also require a bleed at the binding edge.

SAVING YOUR DOCUMENT:

The most efficient way for you to save your file is to use the tools provided with your software. Indesign uses "Package" to gather all the items and Quark uses "Collect for Output".