Preparing Print Ready Files

PROGRAMS

Both Macintosh & PC files are acceptable.
We utilize both Adobe Creative Cloud/Suit and QuarkXpress. We can seamlessly accept files in either family of programs, as well as PDF files.

Please include all associated links and fonts when sending InDesign, Illustrator or QuarkXpress files.
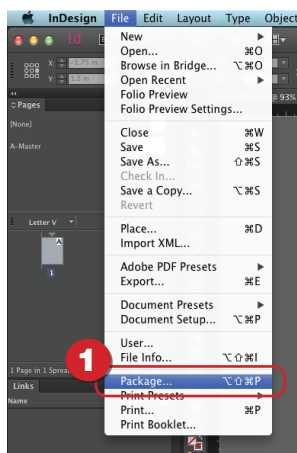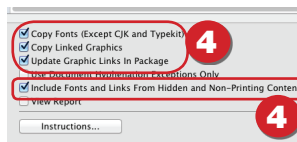
Packaging A Document From InDesign

figure 1.0

1 Open your document. Go to the top menu and click on File >Package. (figure 1.0)

2. Make sure there are no missing fonts or links warnings in the "Package" window.

3. You can add any contact and printing instructions in the "Printing Instructions" window.

figure 1.1

4 Make sure that Copy Fonts, Copy Linked Graphics, Update Graphics Links in Package and Include Fonts and Links From Hidden and Non-Printing Content are checked before saving. (figure1.1)

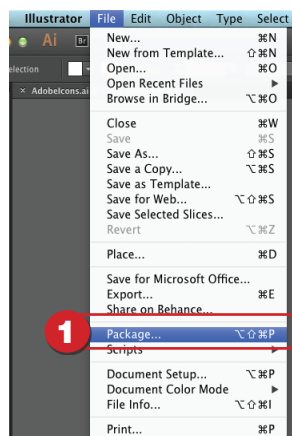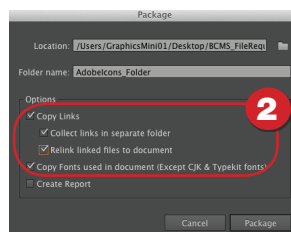### Packaging A Document From Illustrator

figure 2.0

1 Open your document. Go to the top menu and click on File >Package. (figure 2.0)

2 Make sure that Copy Links, Collect Links in Separate Folder, Relink Linked files to document, and Copy Fonts used in Document are checked. (figure2.1)

figure 2.1

3. You might receive a warning regarding copying font software. Please comply with all permissions from your vendors. Click Ok to complete package.

FONTS

We can use Open Type, True Type and Postscript fonts.
- You must send all fonts used in your document (even the ones used in your images unless they are in outlines).
- For Postscript fonts you need to send both the screen version of the font and the printer version of the font.

PDFs

We can accept PDF files from you. If you create PDF(s), please be sure to check the following:

- The PDF(s) must be entirely in the CMYK Colorspace.
- All fonts must be embedded in the PDF(s).
- The PDF(s) must include bleeds and cropmarks.
- The images contained in the PDF(s) should be at least 300 dpi.
- Type meant to appear black should be 100% black (C: 0%, M:0%, Y:0%, K:100%).

- Solid black colored graphic objects must be a "Rich Black".
  Rich Black: (C:50%, M:40%, Y:40%, K:100%)
  This will ensure that your black objects will be a nice, rich black.
- Type edits to PDFs can be difficult and sometimes not possible. Be ready to make your own edits.

DOCUMENT SIZES

Please make sure all documents are sized to these specifications.

- Files recieved with wrong document sizes will have to be changed and will accrue an additional charge and may also cause delay of your order.

Half Page: 8.25"x5.25"

2 Page Flyer: 8.25"x10.6875"

2 Sided Postcard: 6.25"x9" or 6"x11"

4 Page Menu Flyer: 16.75"x10.6875"

2 Sided Doorhanger: 3.875"x10.6875" or 5.25"x14"

Oversize (Jumbo): 10.5"x10.6875"

We have document templates in almost every possible format for you to use (.indd, .idml, .indt, .ai, .pdf, .jpeg, .eps, .svg). Please speak with your Best Choice Sales Representative to obtain the template you require.

- All documents must have at least a 1/4" (0.25") type safety from all around edges of the document.

DOCUMENT BLEED

Any documents with a background color or photograph that extends to the edge of the document must bleed 1/8" (0.125") beyond the <u>finished</u> document size.

- Example: If your <u>Finished</u> Document Size is 8.25"x5.25" you must extend the color an 1/8" (0.125") in each direction beyond the <u>Finished</u> Document Size. This makes the <u>Total</u> Document Size in this example 8.5"x5.5".

The portion that extends into the Bleed Area will be trimmed from the Total Document Size at the Trim Line (see Finished Document Size in Figure 3.0).
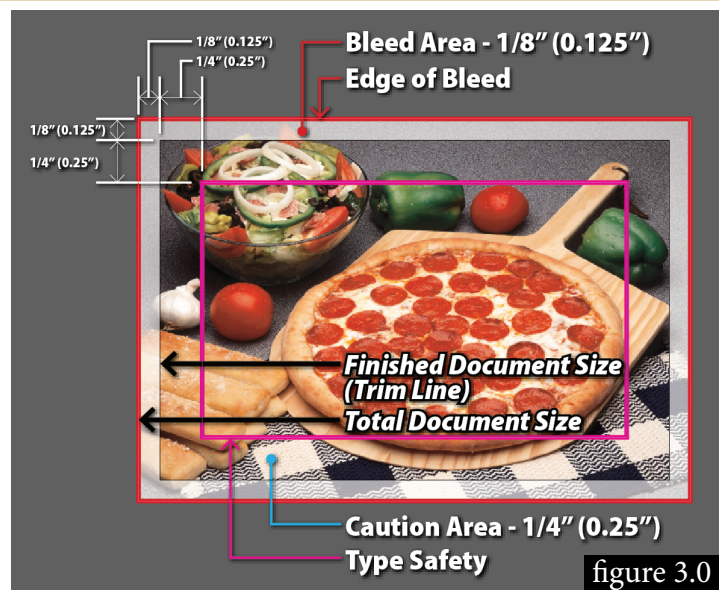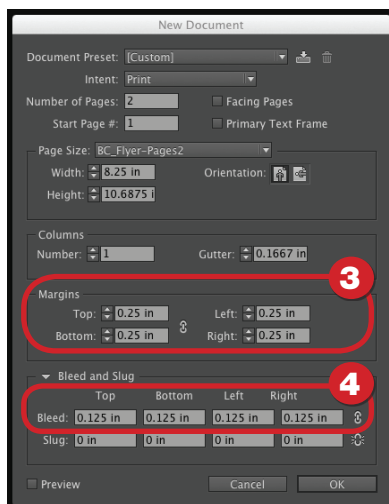

1/8" (0.125")
1/4" (0.25")
Bleed Area - 1/8" (0.125")
Edge of Bleed
1/8" (0.125")
1/4" (0.25")
Finished Document Size (Trim Line)
Total Document Size
Caution Area - 1/4" (0.25")
Type Safety
figure 3.0

SETTING BLEEDS

The following is a guide to basic document setup to include bleed for our recommended softwares. Please refer to your software help files for further instructions.
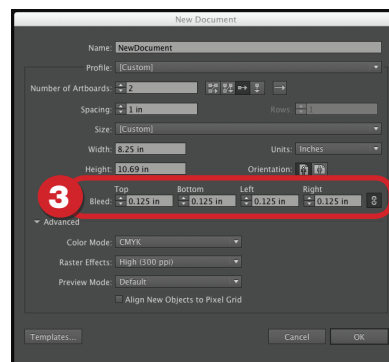

Id **InDesign**

1. From the top menu, select File -> New -> Document...

2. Set the parameters for your document.

3 Set Margins (Type Safty - See figure 3.0) to 0.25"

4 Set all Bleed parameters to 0.125".

Ai **Illustrator**

1. From the top menu, select File -> New...

2. Set your document parameters.

3 Set all bleed parameters to 0.125".

IMAGES

We use Adobe Illustrator & Photoshop.

We can accept psd, ai, eps, svg, tiff and jpeg. All images must be in CMYK mode and for best results, 300 dpi.
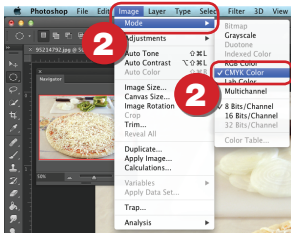
> **We recommend that typographic elements be set in a page layout program (InDesign or QuarkXpress) and <u>NOT</u> in Photoshop or any other photo editing program.**

Converting Files From RGB to CMYK

When converting a image/illustration from RGB to CMYK, a shift in color may occur. Please compare your converted photo/illustration to the original and make any necessary adjustments to compensate for the color shift.
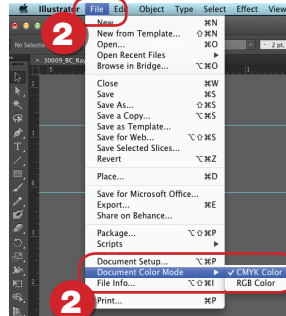
Convert Color Mode From RBG To CMYK in Photoshop

1. Open your image in Photoshop.

2. From the top menu, select Image -> Mode -> CMYK Color.

3. Save your image.

Convert Color Mode From RBG To CMYK in Illustrator

1. Open your illustration in Illustrator.

2. From the top menu, select FIle -> Document Color Mode -> CMYK Color.

3. Save your Illustration.

VIEWING YOUR DIGITAL PROOF

We can provide your digital proof in either PDF or JPEG format. However, for best representation of final output it is recommended that you view your Digital Proof in Adobe Acrobat/Reader. The following instructions will show you how to view bleed and trim lines in Adobe Acrobat/Reader.

Adobe Acrobat/Reader

1. **Mac :** From the top menu: Acrobat -> Peferences -> General... **PC:** Edit -> Peferences -> General...

2. Under Categories, select Page Display. (see figure 4.0)

3. Make sure "Show art, trim, & bleed boxes" is checked. Click "OK" to close Preferences.

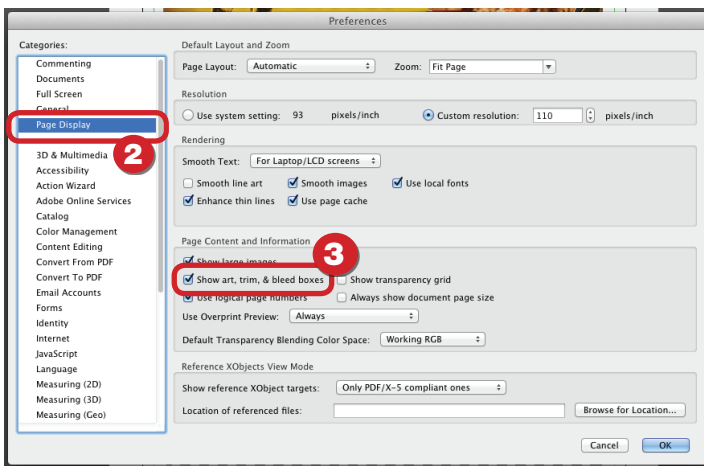4. The red line box represents the trim line (finished size) of the document. (see figure 4.1)
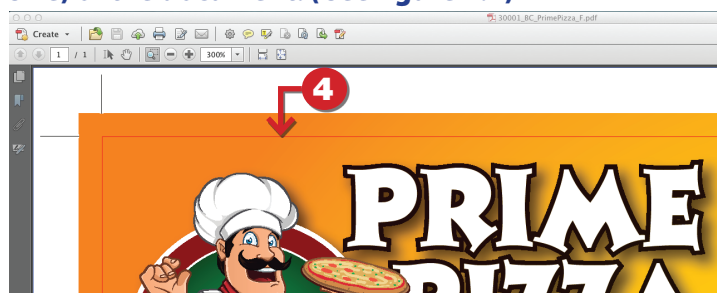

figure 4.0

figure 4.1

IMPORTANT NOTES

• All files are to be ready for output.
• It is important to proof read your document(s) carefully before sending.
• Any changes will accrue an additional charge.

If you adhere to these guidelines you will have a smooth and expedient printing experience.