PawPrint & Mail

12 Gregory Drive
So. Burlington, VT 05403
802.865.2872
802.862.5508 Fax
thinkdigital@paw-prints.com
www.paw-prints.com

Successfully Preparing Your Files for Printing

IMPORTANT TIP

After you have copied all necessary files to the CD or other removable media you will be sending us, reopen the document from that media. Check the Picture and Font Utilities in Quark XPress or the Links in InDesign or PageMaker. If you forget to copy a graphic or font, you will know it. Do not save PageMaker files with graphics stored in the publication, link them outside your publication. Please organize your disk with 3 Folders: Fonts, Graphics, and Documents. Put all *unnecessary* items in a folder called *Don't Use* or *remove them from your disk*.

Software

We support the following programs in the most current version listed, on both Mac and PC platforms:

PAGE LAYOUT SOFTWARE
QuarkXPress 6.5
Adobe InDesign CS2
Adobe PageMaker 7.0
Microsoft Publisher 2003

ALSO
Adobe Acrobat 7.0
Microsoft Office XP - Word, Excel & Access

GRAPHIC/DRAWING SOFTWARE
Adobe Photoshop CS2
Adobe Illustrator CS2
Freehand 9.0 (Mac only)

For Multi-page documents: Although you may import images and fonts from the above graphic programs, please use page layout software to create your document.

Saving to Disk

Please be sure that your disks include only the files that we need for your current job. Miscellaneous and unnecessary files and fonts on the disk slows down completion of your job and adds confusion. We can receive files saved to the following media:

CD
Removable USB Memory Card
3$\frac{1}{2}$" Floppy Disk (PC only)

Zip Drive - 100MB
DVD

Internet File Transfer

Your files may be sent through our website, www.paw-prints.com. Make sure to first place all files into one master folder, then compress that folder using StuffIt (Mac & PC) or WinZip (PC only). Simply click "Send a File" under our Customer Service Center tab. Enter your company and file information, browse for your file(s), and click Send File. Then send us a fax, hardcopy or PDF of your document. Our website also contains valuable resources and support for many printing-related questions. Small files or missing fonts or graphics can be sent via email to thinkdigital@paw-prints.com.

Fonts

Fonts with the same name may have different font metrics from one manufacturer to another. Because of this we cannot substitute fonts from our library to your document. Substituting a font that is not identical can affect line breaks and thus may change your layout. Please supply us with all the fonts used in your document, including those embedded in graphics. Be sure not to use bitmap fonts, as they tend to corrupt easily and may cause problems when imaging plates or printing digitally. Please use the following guidelines when using various fonts to ensure quick and speedy processing of your job –

☛ On PC platform, do not use TrueType fonts and Postscript fonts together in one document.

☛ Do not use the style tools in your page layout program (**B**old, *I*talic, U̲nderline). Instead, pick the font name that will apply the style you want (i̲.e̲. Times Roman Bold).

☛ Do not use fonts from unknown creators or typehouses. Use established names like Adobe and Linotype-Hell.

☛ If using fonts in a Drawing/Graphics Program, convert text to outlines/paths for final output.

Colors

When choosing colors, do not rely on your monitor as an accurate representation. Instead, use a Pantone® color swatch book for choosing colors and for CMYK percentages to make colors. To accurately see how PMS colors will print when switched to process colors, look them up in a Pantone® Process Tint Guide. (Available in most art stores)

Light background screens are also difficult to reproduce accurately on press. Even the best presses have problems holding screens in which there is less than 5% of a color.

Four Color Process

Please be sure that PMS colors that need to be made from process tints have been converted to CMYK percentages and are defined as a new color through the following menus:

Quark - Edit Menu/Colors
InDesign - Swatches Palette/New Color Swatch
PageMaker - Define Colors
Illustrator - Object/Paint Style Menu
Freehand - Color List/Options Menu

When creating new colors, make sure that the model says Process and not Spot or Tint.

☛ For the best *rich* Black, create a 4-color black: 20% Cyan, 20% Magenta, 20% Yellow & 100% Black.

Scanning & Photographs

For the best image quality we recommend photographic images be scanned for a result of 300 Dots Per Inch (DPI) at the scale to be used within your document. This means that a photo that will be reduced to 50% can be scanned at 150 dpi to achieve 300 dpi. A scan enlarged to 200% should be scanned in at 600 dpi to achieve a final dpi of 300. When enlarging a picture in Quark, do not exceed 120%. The image tends to lose resolution if it is enlarged any more.

Note: If you do not have the ability to scan at your location, please remember that we have equipment to do your scanning. If we will be doing the scans for you, please be sure to provide us with FPO (For Position Only) scans or hardcopy dummy. We will need to know the placement and cropping you require for each image. If you cannot provide us with FPO's, be aware that we will crop at our own discretion, and any subsequent changes will be treated as chargeable AA's.

☛ Photos/halftones & illustrations should be saved in high resolution TIFF format.

☛ Vector-based drawings, line art & clip art should be saved in high resolution EPS format

☛ Avoid low-resolution or compressed images such as JPG, GIF, PICT, BMP

☛ **Digital Photography** - Not all digital cameras are created equal, so the ability to reproduce your photo depends in

large part on the capacity of your camera. Ideally, you should shoot at 300 dpi (or the highest resolution setting available on your camera) and save the photo as a TIFF file. Most digital cameras save photos in JPEG format, which was created for Internet use and is generally not suitable for commercial print reproduction. All JPEGs should be converted to 300 dpi TIFFs before inserting them into your document.

Color Mode

Before importing graphics into your document, be sure to convert the color mode from RGB to CMYK.

☛ any artwork that is designed for a website is RGB and low resolution is not considered appropriate for printing.

Resizing, Rotating & Cropping

We recommend that you resize, rotate and crop artwork in your graphic program rather than in your page layout. Altering images after they have been imported causes the page layout program to recalculate for the changes each time your file is output. This process consumes time and memory, and lowers image quality.

Clipping Paths

When silhouetting images please try to limit the number of points (or nodes). Clipping paths consisting of too may nodes will not image properly when printing or outputting press plates.

Line Art

Black & white/solid color line art should be scanned at 1200 dpi or output from a 600 dpi laser printer. Artwork output or scanned at a lower resolution may appear bitmapped or ragged when printed.

☛ Save in TIFF or Photoshop EPS format

Trapping

Please be sure to trap all photos or graphics that you are supplying on your disk or request that we set traps. Items that have not been trapped will incur additional charges. All black type should overprint. Do not knock out the background for black type.

☛ For Offset printing, set your trapping at .25 pt. For Digital printing leave at the default in your page layout software.

In Quark, set black to overprint as follows:
> Edit Menu/Colors
> 1. Select Black
> 2. Click on Edit Trap
> 3. Select all colors including indeterminate
> 4. Click on Overprint
> 5. Click on Save
> 6. At Colors for Document box also click Save

Black will now overprint on all colors selected. If you subsequently add color to the document, please repeat steps 1-6.
In PageMaker: Set black to overprint as follows:
> Utilities/Trapping Options

In the lower right hand corner of the Trapping Options window is the Black Attributes section. Make sure that the following boxes are checked below the header Auto-overprint Black:

> ☑ Text below __ pts.
> (Enter the largest point size that you are using in your document.)
> ☑ Lines   ☑ Fills

Type & Page Layout

Always overprint black type on color pictures or color backgrounds. Do not knockout background under black type. *(See Trapping section)*.

☛ Set margins to allow for binding. Allow 1/2" for spiral

binding or saddle stitching. Allow for "creep" on larger documents that require saddle stitching. Allow 3/4" margins for drilling - such as 3-ring notebooks.

☛ Set each page individually - do not lay them side by side, in spreads, or on a larger sheet size.

☛ Place blank pages wherever you want blank pages to appear, including inside front and back covers.

Bleeds

Remember to increase the size of elements that need to bleed off the page by 1/8" past the crop marks on all four sides.

Proofs/Folding Dummies

Be sure to include a current laser copy of your document. When possible, size it to 100%. If not, mark on the copy the percentage reduced. Please also provide a backup and folding dummy with all jobs. Fold marks should be placed outside of the document with a thickness of .25pt and colored Registration Black. Make sure they don't appear in your bleed area or live area. For a guide on setting up documents to fold correctly, please contact our Customer Service Department.

☛ One of the most common errors found in documents is incorrect spacing of panels for folding.

Output your document to your black and white or color laser printer with separations turned on to see if you can run separate PMS or process colors in separate prints. Send copies with your disk (if necessary, print at less than 100% to be sure all crop marks and file information print).If your laser printer can't output proper PMS or process color separated prints with all text and graphics in proper place and format, it is probably caused by one of two reasons:

> 1. You are trying to print high-resolution pictures and your output device doesn't have the memory or capability to do this.
> 2. There is something wrong with your file which means we will not be able to print or output press plates from that file.

To determine if (1) is the problem - try printing the file but click the box to omit pictures. If the file still won't print, it is clearly a problem file.

☛ A hardcopy is necessary. Always test print and proof your document before sending your file. *If you cannot output your document properly, chances are we won't be able to either.*

Other Helpful Tips

GATHERING NECESSARY FILES FOR OUTPUT

Under File/Collect for Output in **QuarkXPress**, save all graphic files, fonts and documents associated with your document. Be sure all these elements are on your disk.

Adobe InDesign provides the same service under File/Package, as does **Adobe PageMaker** under Utilities/Plug-Ins/Save For Service Provider. Choosing the Preflight button will have it check links and fonts and allow you to print a report of all elements in your document. Then you can choose the Package button (left-side bottom), and it will collect your document, all elements and fonts, and save it to your disk.

Microsoft Publisher provides a "Pack & Go" utility under File/Pack & Go/Take to Commercial Printing Service. Whenever possible, please *link* graphics in Publisher, instead of *embedding* them.