

Easy Steps to Great Imaging Output

Great imaging output begins with understanding your expectations. To avoid confusion, production delays, missed deadlines and extra charges, we need your help. Please use the following checklist before submitting your digital files for production.

1. GIVE US WRITTEN JOB SPECS

- a. Send a hardcopy made from the disk you are sending so that we can proof our work. We have no other way of checking your order.
- b. Identify material to be used, sizes, quantities, finishing instructions, deadlines and delivery instructions. Understanding your expectations at the beginning is crucial.
- c. Identify graphic application used (Quark Express, Illustrator, Photoshop, Freehand, Corel Draw, InDesign, PageMaker), the version used and which platform (MAC or PC).

2. SEND US ONLY THE FILES THAT YOU WANT PRODUCED

Extra files create confusion and may delay your order. Additionally, do not submit any files for production until they have gone through all approval procedures within your company or organization.

3. OUTLINE YOUR FONTS

Making sure all text elements are outlined (vectorized) ensures your text will print correctly. This also eliminates the need to send us the fonts themselves.

4. PROVIDE US YOUR "NATIVE" FILES (those files that are produced from the software in which you started the design)

Include all files:
fonts* (MACs require both screen and printer fonts)
links
imports
embedded graphics

*Again, it is best to outline your fonts. If you must send the font files themselves, please include all fonts used even if they are standard fonts. (If you used standard fonts but renamed them, your files won't image unless we have the renamed fonts. If you used standard fonts but adjusted their tracking or kerning, your files won't image correctly.)

5. PROPORTIONS OF FILE MUST MATCH PROPORTIONS OF FINAL OUTPUT

6. CHECK FOR SUFFICIENT RESOLUTION

600 dpi output requires 100-120 dpi at final size.
360 dpi output requires 72-100 dpi at final size.
Docucolor 12 short run printing requires 150 dpi at final size.

7. COLOR

If files use cmyk builds please include PMS equivalents for any critical colors. We prefer that you show us by marking up your hardcopy what your PMS expectations are. We will use a visual matching system to adjust your file so that the color comes as close to the PMS specified as the gamut of media will allow. We use the "Coated" version of the PMS chart as the standard. Keep in mind that flattened or raster files allow for global changes only.

8. INCLUDE BLEEDS AND CROPS

Special note for multi-panel graphics. We generally prefer to place our own panel breaks but please still include bleeds & crops for outside perimeter of graphic.

9. CONSIDER "VISUAL OPENING" IF YOUR GRAPHIC FITS INTO A FRAME

Make sure no text or critical elements are outside the VO. For banners, make sure that stitch lines for hems or pole pockets do not go through text or critical elements.

SPECIAL NOTES/REQUIREMENTS

IF FILES ARE SENT ELECTRONICALLY:

1. Files must be "zipped" or "stuffed."
2. Send pdf's in separate email to be used as the "Hard Copies."

POWERPOINT CAN BE UNRELIABLE FOR USE IN LARGE FORMAT PRINTS

Problems arise especially if there are imports. During the conversion to the printer "postscript" files, imported text and links often mysteriously disappear without any warning of "font defaults" or "missing links."

IN ORDER TO AVOID CONFUSION, ALL REPLACEMENT FILES MUST HAVE A DIFFERENT NAME THAN THE FILE THAT WAS SUBMITTED ORIGINALLY.

PROBLEMS WITH FILES, MISSING ELEMENTS SUCH AS FONT FILES OR LINKS

PLACES YOUR JOB "ON HOLD" and could result in unnecessary delays. Please take the time to make sure your files are truly output-ready before submitting for production. If you have any questions - please call. We have digital printing experts on staff to assist you.