



PRE-PRESS CHECKLIST

*These are the most common problems we run into when checking files for print.
By properly preparing files, production delays are avoided.*

COLOR: Unless specified in the order, all printing is done in CMYK. Therefore, all other color modes must be converted to this profile. *RGB is never used for printing and should always be converted.*

PAGE SIZE, BLEED AND TYPE SAFETY/LIVE AREA:

PAGE SIZE OR TRIM: The actual, final, dimensions of your document.

BLEED: Color, images or graphics that reach trim line must actually extend .125" beyond that edge and into a bleed area. *This area should be .125" out from the trim line on all sides of the document.*

TYPE SAFETY: To avoid the possibility of important information being cut off in trimming, it is important to have a .25" margin in from the trim line on all sides of the document. Keep all type and important information inside this smaller "live area"

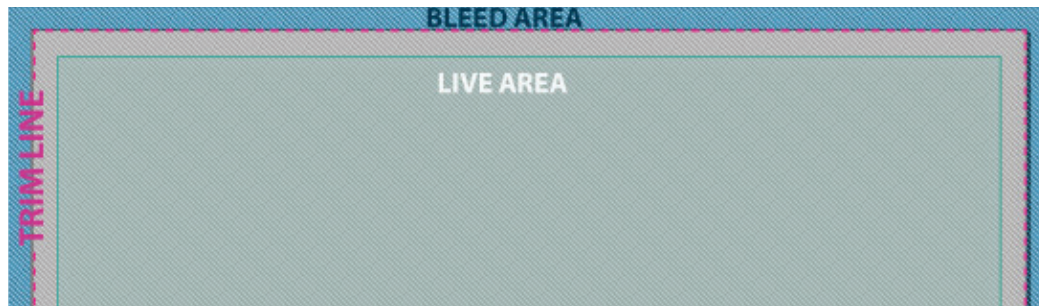


IMAGE RESOLUTION: All images must be a minimum of 150 dpi at print size, although 300 dpi is optimal/preferred. Anything less will result in poor image quality at printing.

4 COLOR BLACK TYPE: To prevent a possible blur effect, Very small type (6 pts or smaller) should always be a color value of 100% black (C-0, Y-0, M-0, K-100) not a mixture of CMYK values.

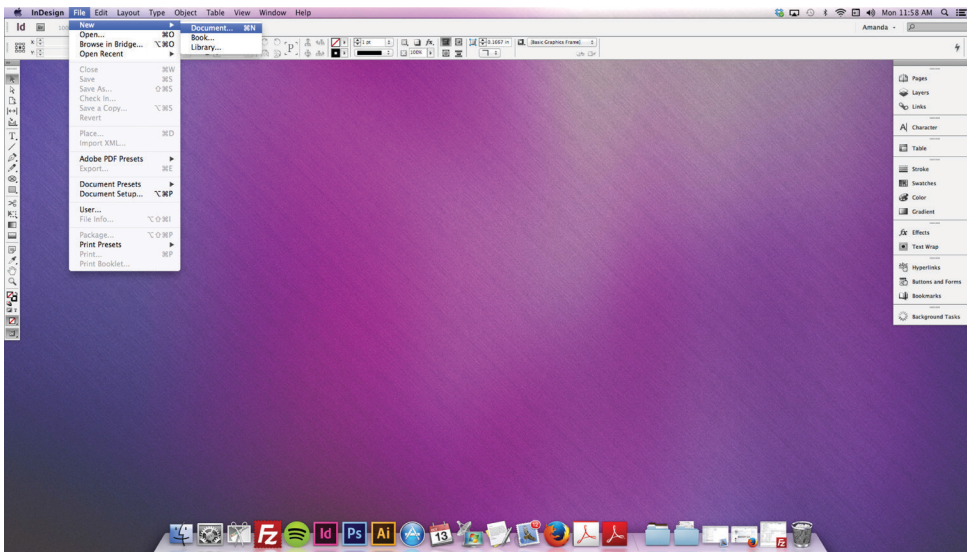
ONCE PREPARED, FILES SHOULD BE SUBMITTED IN .PDF FORMAT.

If working files are being sent, they must be fully packaged including all fonts and images and compatible with InDesign CS5 or Quark 8. These are the only acceptable file formats. If you need assistance creating a .pdf from your particular layout program, we will be happy to assist you.

CREATING & EXPORTING FROM INDESIGN

Below is a step by step visual guide to exporting your print ready files from InDesign software to PDF for submission.

CREATING A NEW DOCUMENT



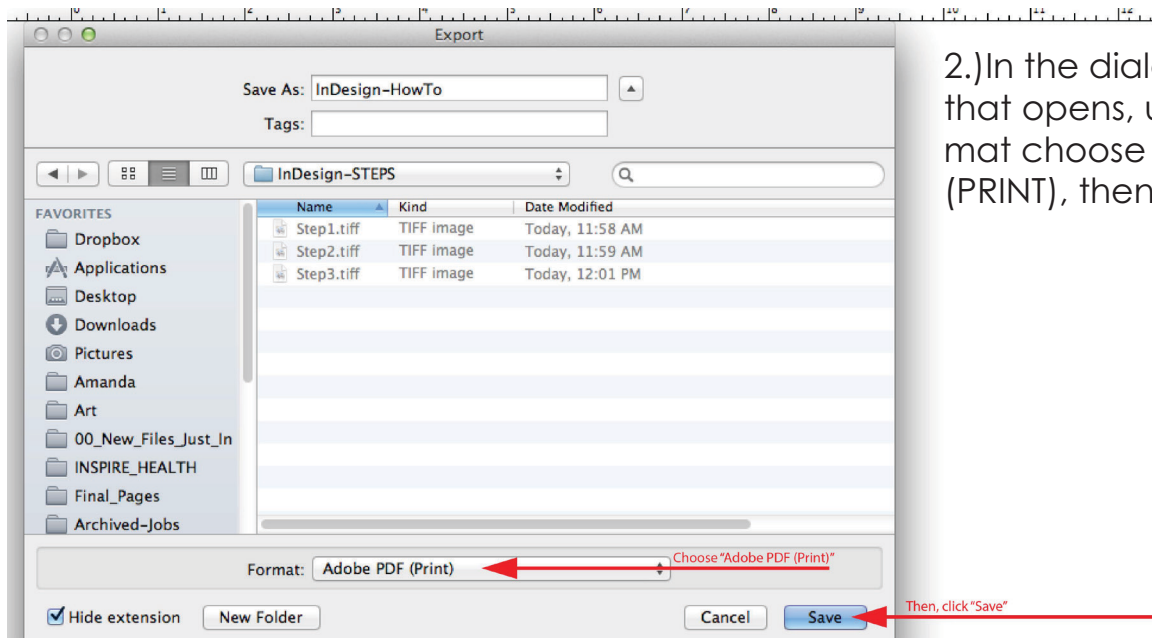
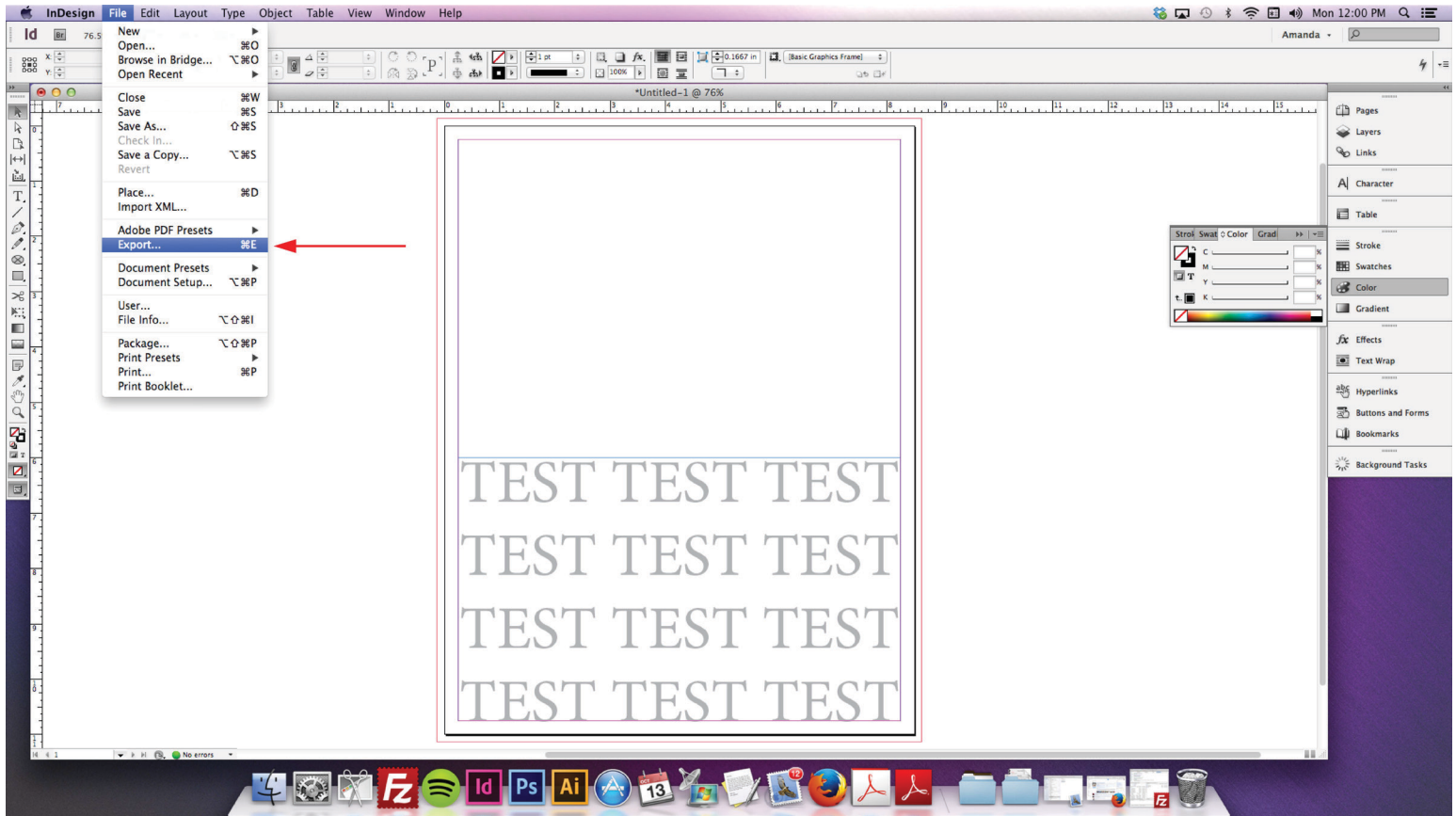
1.) To create a new document, open InDesign, and choose FILE > NEW DOCUMENT.

2.) Set your document's page size, page count, margins & bleed.

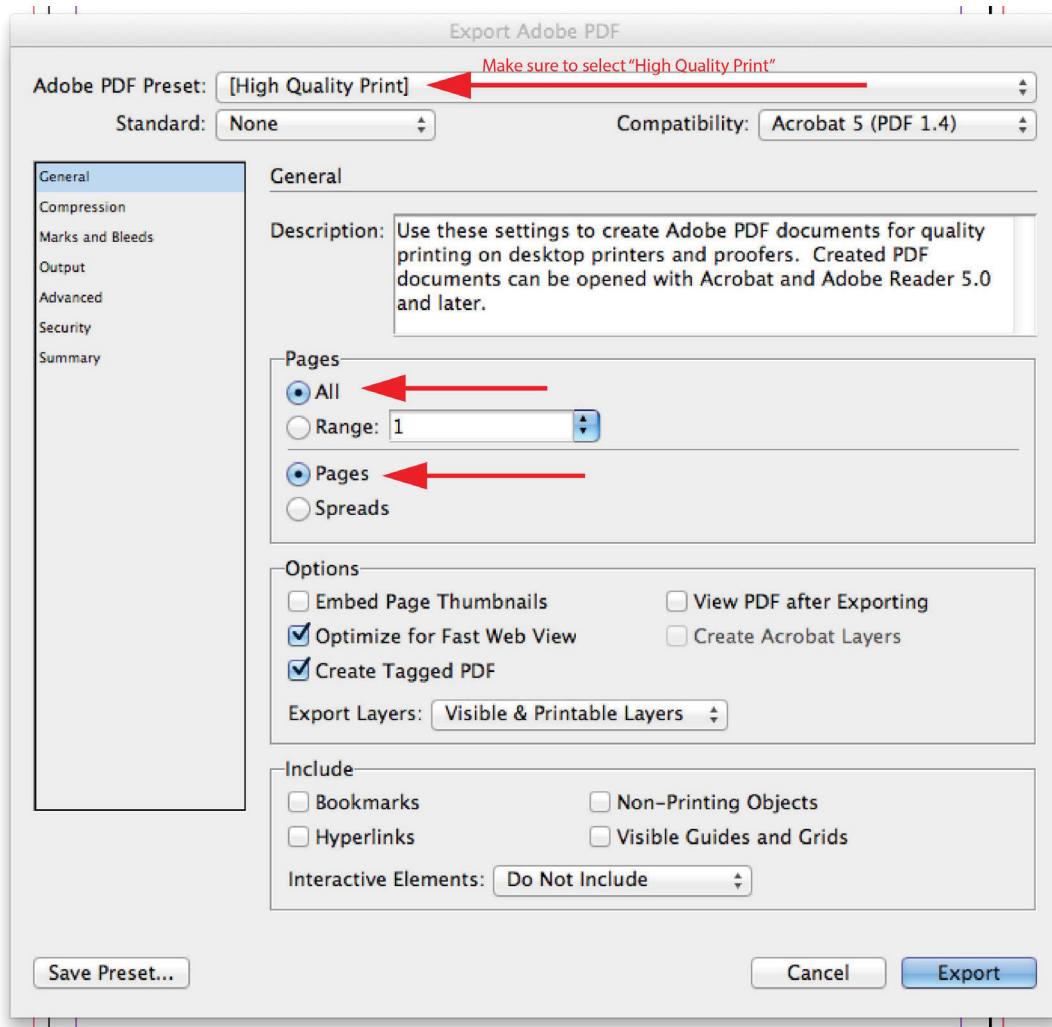
A detailed screenshot of the 'New Document' dialog box in Adobe InDesign. The dialog is set to 'Document Preset: [Custom]', 'Intent: Print', 'Number of Pages: 1', 'Start Page #: 1', 'Page Size: Letter', 'Width: 8.5 in', 'Height: 11 in', 'Columns: 1', 'Gutter: 0.1667 in', 'Margins: Top: 0.25 in, Bottom: 0.25 in, Inside: 0.25 in, Outside: 0.25 in', and 'Bleed and Slug: Top: 0.125 in, Bottom: 0.125 in, Inside: 0.125 in, Outside: 0.125 in, Slug: 0 in'. Red arrows point to the 'Margins' and 'Bleed and Slug' sections. A red text box on the right says 'Margin preference is up to you, but for type safety purposes, we like all text to be at least .25" from all trim edges.' Another red text box at the bottom right says 'MAKE SURE TO INCLUDE BLEED HERE!!! Must be at least .125"'. The 'Facing Pages' checkbox is checked, and the 'Primary Text Frame' checkbox is unchecked. Buttons for 'OK', 'Cancel', 'Save Preset...', and 'Fewer Options' are on the right.

EXPORTING A DOCUMENT FOR PRINT

1.) When you are ready to export your file to PDF, choose FILE > EXPORT.



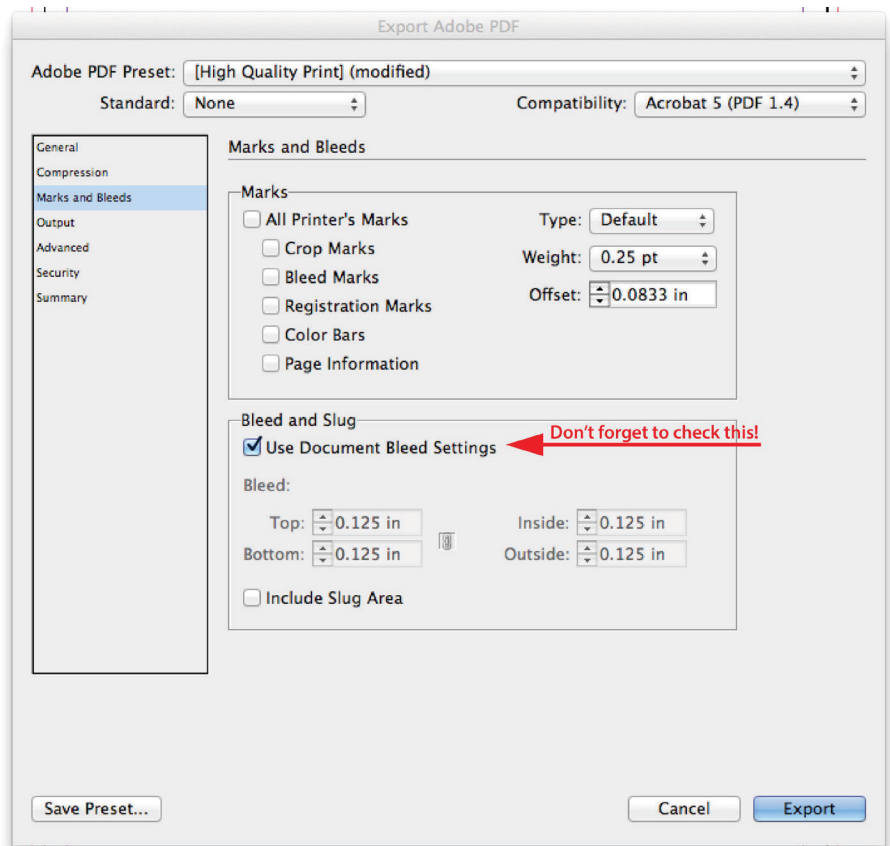
2.) In the dialogue window that opens, under format choose 'Adobe PDF (PRINT)', then click save.

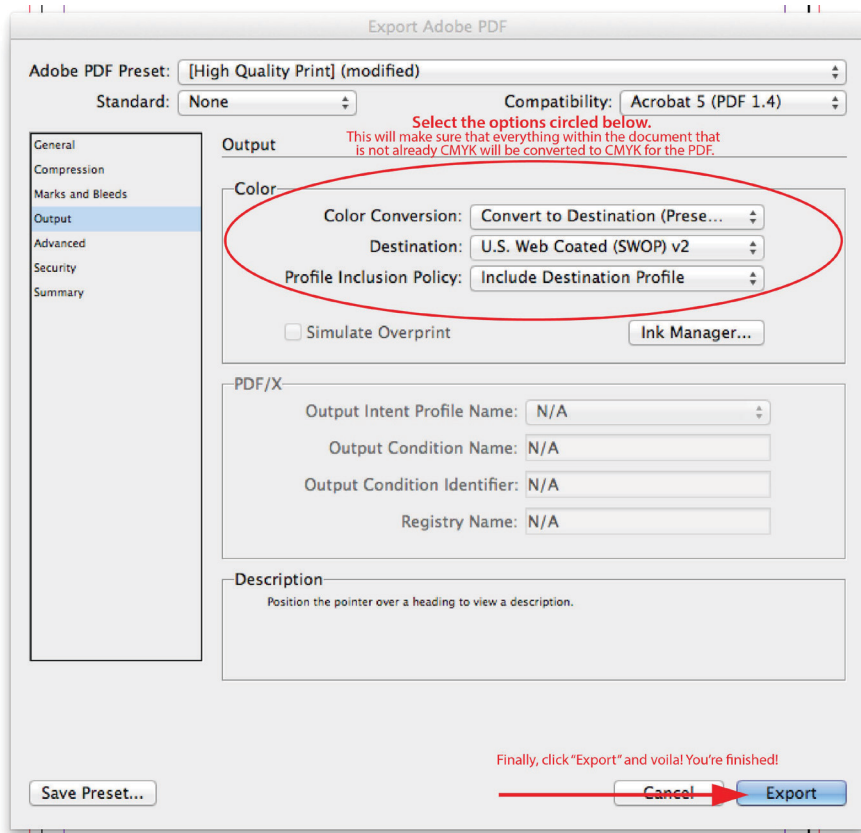


3.) In the next dialogue window that opens, in the GENERAL tab, set your Adobe PDF preset to “High Quality Print”.

(Under the ‘Pages’ section, make sure the “All” and “Pages” options are checked.)

4.) In the MARKS & BLEEDS tab, make sure “Use Document Bleed Settings” is checked.





5.) Finally, in the OUTPUT tab, select the options shown in the example:

Color Conversion should be set to "Convert to Destination"

Destination should be set to "U.S. Web Coated (SWOP) v2"

Profile Inclusion Policy should be set to "Include Destination Profile"

6.) Once all your settings have been checked and everything is correct, click export, and your PDF will be created.

