



This is a quick reference guide for file preparation prior to submitting artwork to Printing Associates. Following these guidelines will help avoid undue delays and extra graphics charges incurred in order to make files, “print-ready”.

WE STRONGLY RECOMMEND THAT CUSTOMERS PROVIDE PRESS-READY PDFS WHEN SUBMITTING FILES TO BE PRINTED.*

***WHEN CONVERTING A FILE TO PDF:**

- Do not use any form of compression or downsampling of images
- Be sure to embed fonts or convert type to outlines beforehand in the native program
- CMYK color option needs to be selected
- Files containing bleeds must be addressed in the PDF setup (.125 inches along **each** edge)
(A bleed is any page element that extends to or beyond the edge of the page after trimming.)

If providing a file from an industry-standard page layout program like Adobe InDesign or Quark Xpress, you will need to “collect for output” or “package” all fonts and graphics used in the file, then zip it all up and submit everything.

Before submitting such files (InDesign or Quark Xpress):

- Make sure the document is built to the actual size being printed.
- If there are bleeds, be sure bleeds extend .125 inches beyond the edge of the page. This means a 4x6 piece with full bleeds will actually measure 4.25 x 6.25.
- Specify any and all PMS colors used.
- When printing in process/full-color, convert any PMS colors or RGB images to CMYK (as colors may shift and cause unexpected results during the printing process).
- All photos used require a resolution of 300 dpi at the size used in the file to be printed. Avoid using images from the web, as they will most likely be low resolution.

OUR PRIMARY PRODUCTION PLATFORM IS MACINTOSH

We use the most current versions of the following industry-standard page layout and graphics software:

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Acrobat Pro
- Quark XPress

Printing Associates DOES NOT accept Publisher files, as unexpected results occur with this program. Files must be converted to PDF before submitting.
If a file to be printed is created in Word, we also request that it be saved as a pdf before submission to avoid font conflict.

FONTS: All fonts used in a Windows OS will be substituted as close as possible with Mac versions, if necessary. To maintain fonts used in files, the fonts will need to be converted to outlines in the native program and/or save the file as a PDF* (be sure to embed the fonts) prior to submission.

THINGS TO CONSIDER:

Please keep in mind, once converting your file to a pdf or submitting an Adobe Illustrator file where the fonts have been converted to outlines, copy editing capabilities are limited. If changes are required, we may need you to make the necessary edits and submit a revised file.

Why is adding a bleed necessary?

Small mechanical variations when printing or trimming can end up leaving a hairline white edge where there should be no white edge at all, if the image is not extended beyond the final trim size. Extending images 1/8” beyond the final trim size guarantees that images truly will go all the way to the edge of the printed paper.

Safe Zone

Remember to keep important page elements at least 3/16” from all edges to ensure that they aren’t cut off when your printed page is trimmed.

Color separations, vector images and logos:

Color separation is the process by which original artwork is separated into individual color components for printing. Offset presses print one color of ink per plate. Therefore color separated artwork is required for jobs that contain specific spot colors. Vector images (Illustrator .eps or .ai files, or pdfs saved from these native files) contain such color separations. These files are ideal for logos. Please do not send a jpeg, tiff or any other raster image if it needs to be color separated when printed.

