

# preparing and submitting artwork for print

By following these guidelines you should eliminate the possibility of anything going wrong with your job. Please note that if you are unable to supply files which conform to these specifications, additional charges may apply.

## file formats

Preferred file submission format is a high resolution PDF.

Photoshop TIFF or JPEG (flattened psd files), InDesign (packaged with links & fonts) and Illustrator EPS & AI may also be suitable

The following programs are not recommended but may be accepted.

- Microsoft Word
- Powerpoint
- Excel
- Publisher (up to 2007)

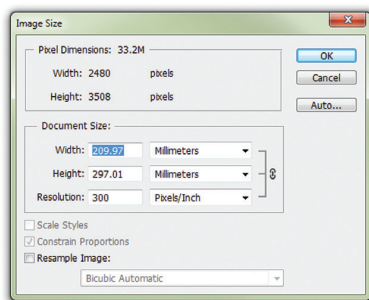
**PLEASE NOTE** pdfs created directly from InDesign, Illustrator, Word, Publisher and Powerpoint sometimes produce unexpected results. For InDesign files, please create your file using Acrobat Distiller using the Press Quality Setting. Photoshop is not suitable for page layout, all Photoshop documents must be 300 dpi and CMYK. Text should not be created in Photoshop. Please call us if you need advice on creating a print ready file.

## file specifications

### resolution (dpi)

- Colour and Grayscale (pixels) should be 300dpi at 100% print size.

**PLEASE NOTE** Lower resolutions will result in a pixelated, lower quality image. 600dpi is best for any artwork that includes text.



### spot colours

- Please ensure that all spot colour jobs contain PMS colour only (No CMYK).
- Spot colours and transparency do not print correctly. Please convert all spot colours to CMYK when using transparency (drop shadows, opacity settings etc.)

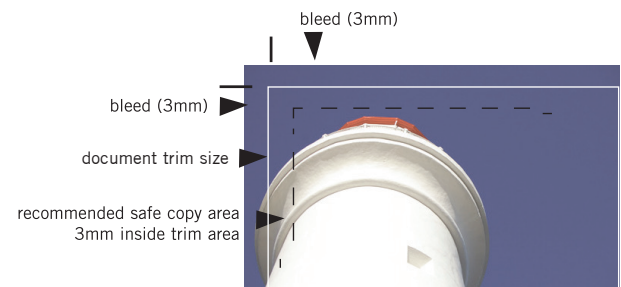
### fonts

- Please supply all fonts or embed all fonts used
- Vector based files such as Adobe Illustrator and Adobe InDesign should have all fonts converted to outlines

### bleed

Bleed is any layout, type or picture that extends beyond the trim marks on a page. Please ensure there is:

- 3mm external bleed – anything that touches a trim edge must be extended 3mm further (see diagram).
- 3mm safe copy area – keep all important information 3mm from the trim.



### borders

- We do not recommend using borders on the trim edges, but if used, keep border edge no less than 3mm from the trim.

### imposition

- Please do not impose any artwork. Supply all files one up. For booklets & multi-page documents, supply multi page pdfs, not spreads.

### trim/crop marks

- Please include crop marks on file

### trapping

- We will trap all files using our printing specs.

### black only jobs

Avoid using four colour blacks for black only jobs, please supply solid black areas as 100% K.

### cmk jobs

For full colour (CMYK) offset or digital jobs, solid black areas should be made up of 60% Cyan, 50% Magenta, 50% Yellow and 100% Black to produce a rich black.

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