

ARTWORK SET-UP ADDITIONAL HELPS

ARTWORK SET-UP AND ELECTRONIC PREPRESS SERVICES



WHAT SOFTWARE APPLICATIONS SHOULD I USE?

- Adobe Illustrator®CS3
- Adobe Photoshop®CS3
- Adobe Indesign®CS3
- QuarkXPress®7

We use the most recent versions of the software listed.

HOW DO I DETERMINE THE CORRECT LAYOUT FOR A PRODUCT?

Request a cutting die template from your customer service representative. These can be e-mailed to you as an EPS file. Place the template on a separate layer. The template is set to overprint and will not print on your job. The diecutting marks will print outside the print area. (Import the eps template into a picture box in QuarkXPress®.) All bleeds should extend 1/8". Traps are not required. Precision will provide all traps to your file.

WHAT IS A PRINT-READY FILE?

A Print-Ready file includes final pages prepared in our supported software applications. It will include all reverses, screens, and bleeds to fit our furnished design templates. It will contain all art and imported files or scans that link to the document, as well as all screen and printer fonts used. If there are areas to be embossed, spot coated, or foil stamped, make sure these areas are marked clearly and placed on separate layers in the digital file.

WHAT ELSE SHOULD I SUBMIT WITH THE DIGITAL FILES:

When mailing digital files on disk also include a disk directory and a composite laser proof with color break information noted. Individual lasers of each color separation are also required. Send color proofs when possible.

OTHER TIPS TO REMEMBER:

- **COLOR:** Four-Color process images must be converted to CMYK rather than RGB. Spot colors should be specified by PMS numbers.
 - **IMAGES:** Convert all live bitmap files from RGB to CMYK. Save PC images in a TIFF format. Save Macintosh images in an EPS or TIFF format. Avoid placing PICT files (send individual software files). Scan line work at 1200 dpi. Provide transparencies and photos at scan resolutions of 300 dpi. Placing all scans at 100 percent is best.
 - **FILE ORGANIZATION:** To avoid complications please simplify the final document files as much as possible. Label the final file you wish to be printed. Place art imports/links in their own folder and place all fonts in a separate folder.
 - **MEDIA CHOICES:** CD, mini CD, or jump drive
 - **INTERNET E-MAIL ACCESS:** (Small Files)
artwork@theprecisionline.com
 - **FTP OPTION:** (Large Files)
ftp.theprecisionline.com
Username: sendfile
Password: precision
- NOTE: Please be sure to properly label the transmission with your name and job number.
- **FILE COMPRESSION:** Before sending files via e-mail or FTP, please compress/stuff/zip files to prevent file corruption and ensure fast delivery.

WHAT KIND OF PROOF CAN I EXPECT TO SEE?

For "Commercial Grade" print jobs you will receive an imposition / or PDF proof to confirm accuracy of art position. Internet PDF proofs are fast and allow you to see color breaks, check content and image position. Color usually looks good, but because of the differences in monitor calibration, no one can guarantee a match. We will produce your job to a "pleasing color" standard according to the PMS colors you have selected and the file you have submitted. If you need a precise color match, then you must request a digital proof. "Premium Quality" jobs include a digital color proof. Hard copy, calibrated digital proofs made from your file are more color accurate and most closely represent the actual printing characteristics. If your job includes light screens, pastel colors, or CMYK screen mixes, we may recommend a Spectrum. This proof is the closest match to offset printing we can provide (additional charges apply).

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