

FILE PREPARATION AND SUBMISSION GUIDELINES

DEFINITION OF PRINT-READY

A print-ready file is a file that Elanders Americas can process successfully for output without further intervention or manipulation. Quoted price assumes standard digital file preflight with additional file manipulation billed at current rates.

PDF PRINT GUIDELINES

- Embed all fonts
- PDFs should not use 'PDF security' to ensure files can process through the file workflow
- Images/pictures recommended to be at least 300dpi, but less than 1200dpi to avoid processing issues
- Full-sized monochrome (1-bit) scans recommended to be 600dpi, but less than 1200dpi to avoid processing issues
- Each file recommended to have consistent page size (foldouts or oversized covers to be in separate PDFs)
- Black and white images preferred to not be CMYK
- Avoid converting to CMYK during PDF output
- Avoid converting Pantones to RGB or CMYK builds
- Avoid using Pantones over transparent elements
- Avoid using elements not intended for print
- To avoid 'visible dots in text' (text screening), when printing black and white, text values should be:
 - 100% for grayscale
 - 0% for all RGB channels
 - K value at 100% for CMYK
 - Pantone at 100% or black (K) equivalent

CD LABEL GUIDELINES

- CD label files should be centered in a 4.72" x 4.72" layout

NATIVE FILE FORMAT

- Additional time is required to process native files in Elanders' PDF environment and therefore additional charges may be incurred
- Send all fonts, graphics, images, and source files used in document layout
- Do not lock files or folders
- When images or artwork are intended to bleed off the trim sides, please provide at least 1/8" of bleed, as well as crop marks to indicate the trim position
- When submitting Mac files, "stuff or zip" native files and folders to avoid empty transfers

TRANSFER MEDIA

- Preferred method:
 - FTP (File Transfer Protocol) - please compress folders with Zip or Stuffit
- Other acceptable media:
 - CD, DVD, or USB

QUESTIONS

Contact our Technical Consultant online at <http://www.elandersamericas.com/contactus/pages/technicalsupport.aspx> or by calling 800-232-3696.