



COMMUNITY
PRINTERS

FILE PREPARATION GUIDE

Community Printers provides state of the art pre-press technology, including color management, digital color proofs and computer-to-plate imaging. As a result you get consistently superb quality output and the fastest turnarounds.

If you are new to digital production or have any questions please contact our Customer Service or Electronic Pre-press Departments and we will be happy to assist you.

You can save time and money as well as increase your efficiency and effectiveness by taking a moment to review these guidelines when preparing your print jobs for output.

Applications

Community Printers supports the most current version of these industry standard page layout programs: QuarkXPress, Pagemaker and InDesign.

We also accept linked files from the following programs: Illustrator, Freehand and Photoshop.

The following programs are not suitable for printing: Microsoft Word, Microsoft Publisher, Microsoft Power-point. We may accept PDF format files originally prepared in these programs, but please note that PDF files cannot be edited in the event that corrections are needed later.

Acceptable File Formats

We support the native application files for the applications listed above as well as these file format types: eps, tiff, Postscript, PDF, tiffit, tiffit P1, scitex ct/lw.

Media

We accept most popular types of media including:

ZIP, CD, DVD, 3.5" Diskettes. The most efficient way to submit your file is to send it via the internet directly to our server by using the simple interface on our web site at www.comprinters/upload.html. Our server can receive files up to 50 MB in size. You may also email files of less than 2 MB to us at allofus@comprinters.com.

Preparing Your File

Layout Issues

- Please name your file in a way that easily matches the job. Example: "The Best Co Brochure".
- Set all document page sizes to the final trim size. Do not include the bleed in the document size.
- For bleeds, please extend all images and elements a minimum of 1/8" onto the pasteboard in order to provide enough image area for the bleed.
- Please supply your file 1-up, as single pages. Files with more than one page should be in consecutive order. Please do not build files as "printer spreads".
- Please keep an original set of your files. Only send copies to us.
- Keep backup copies of your job. Magnetic media can be unstable!
- Community Printers is not responsible for loss or damage to archived files after delivery of your final product.

Using Fonts

- All fonts used in the page layout program must be included. Include both your screen fonts and printer fonts. Please do not include fonts that you have not used.

- Please use only Type 1 Postscript or OpenType fonts. TrueType fonts and Multiple Master fonts are not suitable for output.
- Please choose fonts with a native bold and/or italic version rather than manually stylizing the font. Manually stylized fonts are not suitable for output.

Preparing Images

General Do's and Don'ts

- Avoid embedding images. Even though Pagemaker, Illustrator and Freehand allow images to be embedded, this feature should not be used. Images should also not be cut and pasted into documents.
(Launching Pagemaker without opening a document allows you to set "Element>Link Options" to disable image embedding. This setting will then become the default for all future documents. Please change the image options in the File>Links Manager dialog box to disable storing of images).
- Save all graphic images as either tiff or eps files. File formats such as jpeg, pict or gif are not acceptable. Many compression schemes, such as .lzw are not compatible with image and platesetter software. Be sure to submit all the files placed in your layout file in case there is a need to edit your artwork.

Artwork, Photos and Graphics

Community Printers prints jobs in line screens ranging from 150 to 200 lines per inch. The resolution of your images should follow these guidelines:

- For photos or rasterized art make the resolution twice that of the line screen used on your job. For example, a photo used on a 150 line screen job should have a resolution of 300 ppi (pixels per inch).
- Line art (bitmap) should be scanned at final image size, 1200 ppi and saved as a tiff file. Photoshop images that are comprised of black and white only such as linework or logos should also be saved as bitmap, not grayscale.
- Graphics and photos containing clipping paths should be set to a flatness of 3.
- Raster-based images placed in a page layout program should not be sized more than 100%.
- Scale the artwork in an image program prior to placing it into the page layout program. Avoid resizing the image at all. Resizing the raster image more than 10% of the original scan size greatly reduces the image quality.
- Please rotate graphics and images in the original graphic application before placing them into the page layout program. Rotation within a page layout program increases processing time and could result in postscript errors.
- Crop photos and graphics within 1/8" or 1/4" in the original application before placing them into your document. The platesetter processes the entire image, not just the portion that is visible, resulting in longer output times.
- Generate clipping paths in Photoshop only. Save all images with clipping paths as eps files, not as clipped tiffs. Do not use the Quark "Clip to Image" feature.
- Please make sure all links are updated in your page layout program prior to submitting your file to us.

Postscript Issues

It is possible to create fairly complex objects in Illustrator and Freehand. Objects with many points, layers, and gradients can cause problems during output. We suggest that complex paths be simplified, and gradients be converted to Photoshop tiffs, unused layers removed and unused spot colors removed from the swatch palette. Hairline rules will not always print. Please set your rules to a minimum of 1/4 point or .001.

Scanning

In order to produce the highest quality scans, Community Printers works with our business partners who specialize in high end drum scans. Once your scans are produced, we can prepare a low resolution copy of your scan which you can place in your file for easier document handling. We will then replace this with the high resolution scan once you submit your job. Please call us in advance if your job requires a high quality scan.

Naming Colors

- When using Pantone or custom spot colors in a graphic program such as Illustrator, Photoshop or Freehand, make

sure that all color names are exactly the same in your page layout file and all linked images as well.

Note: Colors with different names, no matter how slight the difference, will produce separate plates, resulting in extra costs.

- Documents should include only the colors that you want printed.
- If you are using spot colors, print out your document in separations as well as a composite before sending your job to Community Printers. (This will show you which elements of your document will print on which color plate, and can alert you to potential printing concerns).
- CMYK -- if your job is to be 4 color process, be sure to convert all colors to process before submitting your files. Be sure to convert RGB, CIE-Lab and indexed color files to CMYK for process separation before bringing your file to us.
- Please call us in advance for any complicated use of color. This can prevent delays or errors in final output.

Color Calibration

Calibration is the term used for the custom settings on all devices used in the production of a printed piece in order for each device to display, or print, color in a predictable, consistent and accurate manner. Community Printers has a calibrated workflow that controls color balance and accuracy from computer to digital color printer to platesetter. If you would like to download our ICC color profiles so that your computer's settings are consistent with ours, call your Customer Service Representative.

Trapping Requirements and Dot Gain

- Most default trapping gives you less than acceptable results. Unless you are experienced in setting trapping for colored items, please do not set individual element or global trapping. We will handle all the trapping for your files. If you have specific trapping needs, please let us know when you submit your job.
- Please send all imported images for us to trap for you. Imported graphic files (eps or tiff) cannot be trapped within a page layout program.
- Dot gain varies by paper type (uncoated versus coated), press and ink. If you plan on scanning images or using screens, please talk to your Customer Service Representative about the effect of dot gain on your project.

Submitting your Files

Pulling It All Together

Quark and PageMaker each have simple features that bring all needed files to one folder. In Quark, under the *File* Menu, choose *Collect for Output...* In PageMaker on the Macintosh, under the *File* Menu, choose *Save as...* The dialog box includes a button labeled *Files for Remote Printing*. PageMaker on the PC has a command in the *Utility* Menu, under *Plug-Ins: Save for Service Provider...* This allows pre-flighting as well as file collection. We recommend that you use font management software to organize your fonts. Symantec's Suitcase for Macintosh or Adobe's ATM Deluxe on either platform allows creation of font sets for different projects. This will allow you to achieve a more consistent look as well as keep track of which fonts are needed to output a given file.

- Prior to submitting your files to us, take time to insure that unnecessary items are removed from your files. This includes:

- Items left on the pasteboard
- Pages not required for output
- Unused colors
- Unused styles
- Unused fonts
- Unused images

- Please label your media with your name, your company name, address to which you would like us to return your media and a phone number so we may contact you. Please also include a printed folder directory showing all files included on the disk.

Sending Files Electronically

- Compress Your File: To protect your files from corruption, please compress them using hqx (BinHex) or zip (ZIP). Windows OS users should ZIP files before sending them.

- MAC users using Stuffit: We recommend that if you are sending stuffed files that you go one step further and code the archive Bin-Hex because there is less chance of file corruption.
- E-mail: Please keep email files to under 2MB. Email files may be sent to allofus@comprinters.com. Larger files should be sent to our server.
- Upload to Server: If you would like to send your file directly to our server via the internet, please call us for your password and then use the simple interface on our web site at www.comprinters.com/upload.html.

Send Us a Print Out

Preliminary proofs allow you and us to detect any font reflow, missing element or image problems. Please check them carefully before submission to us.

- A laser print out is best, but you may send any color or black and white print. If you are sending your files electronically, please FAX us your print outs.
- Please submit both a composite output and separations showing each color that we are to print.
- Whenever possible, output proofs at 100%.
- For jobs with special folding instructions, please include a folded sample.

Special File Issues for Digital Printing

If you are bringing in a file that will be produced on our Heidelberg Digimaster Black and White Digital Press, please note that the following issues are different than offset printing and adjust your file accordingly:

- The Digimaster is designed to print with a 1/8" non-image border. Please design your documents to not bleed or if you would like your image to bleed, design your piece to be slightly undersized relative to a standard sheet size and we will trim to bleed after printing.
- The Digimaster prints jobs in line screens of 106 lines per inch. We recommend using 300 ppi (pixels per inch) for the resolution of your photos and rasterized art.
- Photos and other screened images should be saved as grayscale. If the file was originally created in color, it should be converted to grayscale.