

## FILE PREPARATION GUIDELINES

Here are tips to efficiently submit your work for production. Your customer service representative is ready to assist you with job preparation.

### DESKTOP PUBLISHING APPLICATIONS:

QuarkXpress	Adobe PhotoShop	Microsoft Power Point*
Adobe InDesign	Adobe Acrobat	Microsoft Word*
Adobe Illustrator	Adobe PageMaker (Mac Only)	Microsoft Publisher (PC Only)*

\*For digital projects. Not recommended for commercial printing or imprints.

### SUPPLYING FILES:

PREFERRED METHOD: Upload file online @ <http://shop.gocreateco.com/art/>

Disk, Drives & File Transfer: CD, DVD, Flash Drive, FTP site, E-mail and Insite.

(We recommend Compressing attachments or electronic transferred files. Mac users should use Stuffit and PC users should use WinZip.)

Native, AI, EPS, PRODUCTION READY PDF and EPS files are all acceptable formats to supply your files.

Fonts need to be supplied for your job each time you submit a job. If we do not receive the necessary fonts attached to process a job, substitutions may occur or your job may be delayed.

All Graphics and Images need to be supplied either as or grayscale halftones with file size at a minimum of 300 dpi. Line art should be at least Any supplied artwork that is not production ready or is setup as RGB files will need to be converted to CMYK and additional charges may occur.

### Creating PDF Files:

In modifying job options, disable all image compressions and embed all fonts. Crop marks should be offset .125" and bleeds need to be a minimum of .25 inches (Crop marks are recommended so size can be verified and bleeds are visible.) Production ready template preset available on our website for both InDesign and Illustrator by request.

### Page Construction:

It is best to create pages as single pages, set up as facing pages, built to their actual trim size. Elements that bleed off of the page must extend 1/8 inch over the edge of the page on all three outer edges. Live matter must be a minimum of 1/4 inch inside the final trim to ensure that no essential information is trimmed off.

Drill holes should be 3/16 inch from spine. Live matter should be at least 1/8 inch from drill holes.

When creating brochures and panel pieces that fold into itself, consult with your estimator to make sure your panel sizes are correct in conjunction with the fold.

### Hard Copy Proofs:

Digital PDF Proofs are free of charge with any project. Hard Copy Proofs are always recommended for the highest level of accuracy. Hard Copy Proofs generally add additional cost to a project but allow for approval of color accuracy in addition to layout and text accuracy prior to production.

### Hard Copy Printouts:

It's always beneficial to supply final color or B/W laser printouts with your digital files. Printouts should be at actual size or note what percentage the lasers have been reduced. Note any special instructions directly on your laser proofs before submission. Indicate on your proofs any areas in which you have trapping, overprinting or knockout concerns. Indicate color pages or spot colors when printing B/W lasers.

