



## Post Printing Company Requirements For Preparing Files for Electronic Prepress 2006

***Here are the digital specifications for customer and agency submitted files. Failure to adhere to these specifications may result in the materials being returned for revisions or revised by Post Printing at additional cost.***

### • PLATFORM

Post Printing uses the Apple Macintosh platform. This is the industry standard used by printers and service bureaus worldwide. Clients that use Windows XP or earlier are asked to not only supply all graphic components of their files as outlined below, but also call ahead to our Digital Prepress departments to discuss any procedures that pertain to a particular job. Questions on output files, PPD's or converting a file to PDF format can be answered at our facility or by your sales representative. We have handouts available to guide you through adding PPD's to your PC and PDF procedures for particular applications.

### • SOFTWARE

We use industry standard software for the graphic arts printing industry. The applications are listed below. These are applications that are used worldwide and proven as the standard for desktop publishing. Our staff is thoroughly trained and up-to-date on the use of these software applications. If you use any other application than the ones listed below, please consult with your sales representative, or call and ask to speak with the Digital Prepress and Imaging department.

### • OUR SOFTWARE

QuarkXPress 6.5*	Adobe InDesign CS2	
Adobe PageMaker 7	Adobe Illustrator CS2	Stuffit 10
Adobe Photoshop CS2	Macromedia Freehand MX*	Adobe Acrobat 7 Professional

\*Available on Mac only. We can work with earlier releases some of these applications on Windows. The Adobe CS2 Suite is available on the PC. Please call for updates to our software lineup.

### • ACCEPTABLE FILE MEDIA

lomega Zip  
CD R & CD RW, DVD

FTP - Log on to [www.postprinting.com](http://www.postprinting.com). Upload instructions available on request for security. See FTP section on this guide.

- NOTE: lomega Jaz Disks ARE NOT ACCEPTABLE

### • GRAPHIC COMPONENTS

Be sure to send all graphic components that are in your job. We suggest you convert type to paths and outlines (after final edits) in your InDesign, Freehand and Illustrator files. This avoids further font problems. Do not "Stylize" graphics in QuarkXPress. Do not send Quark EPS files or nest them in Freehand or Illustrator because these may cause a Postscript error, and they will be uneditable. Any modifications to pictures should be done in Photoshop because EPS and TIFF file codes are cleaner and far more reliable from Photoshop. Do not ghost your pictures in PageMaker. **IMPORTANT:** Your document size **MUST** be the same as your final page size for electronic imposition. If your document size differs from the printing size, production delays will result. The file will have to be reworked by Post at extra cost or resubmitted by the designer.

## • LINE ART, GRAYSCALE AND 4-COLOR SCANNING RESOLUTION

Line art should be scanned at no less than 900 dpi. Grayscale (B&W) and 4-color pictures should be scanned 300 dpi. DO NOT save as RGB. RGB is an acronym for Red, Green and Blue, the color guns in your monitor. This is an entirely different color space than CMYK (Cyan, Magenta, Yellow and Black) the color space used in graphic arts printing processes. CMYK runs the entire spectrum of colors that are possible to print on a press. While most color reproduction is faithful, expect a degree of shift if you have worked in RGB and your job must be printed in CMYK. Please save your images in CMYK or convert them before sending the job to us. Save EPS files as a single file NOT a DCS file. Do not use LZW compression for TIFF files. Do not include the transfer function or halftone screen when saving. When using clipping paths, be sure to save as EPS with path saves of a flatness of no less than 3. If your job requires duotones, we suggest you use cyan or magenta instead of assigning spot colors in Photoshop. This makes digital output problem free and we can still print your job in any ink you desire. When using Black as a duotone ink in Photoshop, name it "Black". DO NOT use "Pantone Process Black". Although the properties are still just 100% black, the duotone will break into CMYK because of using the Pantone Process naming convention. If your tiffs run in a spot color, colorize your grayscale tiffs as monotones in Photoshop using cyan or magenta. Designate what cyan or magenta is subbing for in your spot job. Newer software like In Design will honor spot duotones IF your colors are named consistently with the same definitions and extension.

## • PROOFING

Before sending your job to us, we strongly recommend sending it to your own printer in separations. This flags many color and graphical issues before it gets to us. By doing this, you will eliminate unused or undesirable colors, graphics that do not print correctly, and save time and money resolving these issues before we have to fix them.

## • SPOT COLORS AND CMYK

Know what inks you want to use in your job. Delete unused colors in ALL applications. If the color palette lists your intended colors plus a dozen others left from another project, it causes confusion and ultimately production delays. If you have built your file with spots and intend to run it all from process CMYK, please convert all colors so there is no doubt as to your specifications for the job. If you have created elements in Freehand or Illustrator with certain colors, you MUST use the same colors when importing into InDesign, PageMaker or Quark. EXAMPLE: You have created a graphic in Freehand using a SPOT Pantone 185 CV but your job will be using a MATCH of 185 out of CMYK. When you import your graphic the color list has TWO Pantone 185's on it - one from your Freehand file, and the other from PageMaker defined two different ways! This can cause unnecessary output and labor. Please be consistent in your ink usage. RGB colors used in a file are unacceptable. Most desktop scanners default to RGB, and you must convert to CMYK for 4 color printing, or grayscale for black and white or spot color jobs. Do not use indexed color or PICT for halftones. Pantone colors may be used as long as they are defined consistently. This means if your Illustrator EPS is calling for PANTONE 185 C you must be sure to use PANTONE 185 C in your InDesign, PageMaker, or Quark file. Do not mix extension names from the Pantone libraries.

## • TRAPPING

Trapping is applied to all colors that abut to each other in a file. This prevents unsightly production results referred to as white space or light leaks. The amount of trap or the degree of "pinching" or "spreading" of elements is determined by the lightness and darkness (luminosity) of the colors. Great advances have been made in the industry making the trapping process virtually automatic in our digital front end system, and our imaging staff is expert in the science of trapping. While we will trap your files for you, you can assist us by watching out for situations where "exceptions to the rule" are applied; such as knocking out a black instead of a default overprint. For instance, Quark will overprint all black unless told otherwise. Set the trap information for your drop shadows in Quark to knockout.

## • NAMING FILES

Name your files logically. Some characters will be forbidden on our server – characters such as ?, ", &, #, %, <, /, - are forbidden. Do not use slashes, dashes or periods in naming your scans. The only period should be for the extension. Never name two files or images the same even if they are on different pages. Please store in appropriate folders. Please limit the length of your file names. Long file names invite postscript errors in the RIP process. Abbreviate with underscores. EXAMPLE: scan "1 January 06/flattened final" could be named: "1Jan06\_flatf".

## • OBJECT EMBEDDING

We do not recommend embedding pictures or other graphics in publications. This causes the file sizes to increase dramatically and invites output problems. Place your elements in PageMaker and say NO to the prompt: "INCLUDE COMPLETE COPY IN PUBLICATION?" PageMaker will place it and link up to the high resolution file at print time. Standard applications such as InDesign and QuarkXpress are very intuitive for linking and thus create less problems. Low end software applications like Microsoft Publisher and Microsoft Word will automatically embed elements. Publisher has a links dialogue and claims to utilize the Pantone library, but it is unreliable in graphical and color output. Embedded graphics from these applications will be uneditable.

## • FONT USAGE

Mac users should send all printer and screen fonts used in your job. Mac and Windows users: Use Adobe Type 1 Postscript fonts. Open type fonts are permitted if used on newer software like InDesign CS2 and Quark 6.5. True Type fonts are unreliable and not recommended. If you must use True Type fonts, do not mix them with Type 1 fonts. Please send your Windows fonts used in the job if it is determined that the job will run best from Windows. Please expect occasional subtle differences when running from the Macintosh. We will do everything possible to prevent reflow problems from occurring, but this is not always possible when cross-platforming between Mac and Windows. Windows fonts DO NOT work on the Macintosh. Due to time delays, any fonts not submitted will be substituted with a similar font.

## • BLEEDS

We require an 1/8" bleed on jobs where a bleed is required. (Bleed is a term referred to when you have a box or picture that you intend to print off the page and extend beyond the page measurements. These elements MUST extend an 1/8" for trimming and binding.)

## • VIRUSES

Before sending files, scan for viruses with an up-to-date virus scanning program.

## • E-MAIL AND FTP

Do not send E-mail files over 10MB in size. Some high resolution graphics are much too large to email. When compressing a file for transfer, please be sure to use a reliable program like Stuffit. Make the file a "self extracting archive". We use the latest version of Stuffit Expander. Small files like a font or missing link can be sent via email. Please Stuff your fonts. Fonts are corrupted when not stuffed for email or FTP. For FTP: Limit your transfer to 80MB. Larger files may be stuffed as long as they do not exceed 80MB. Allow plenty of time for these large files to upload. At the top of our website, ([www.postprinting.com](http://www.postprinting.com)) enter **postftp** for your username and **fileup** for your password.

## • ARCHIVING

You must tell us if you want a job archived. Otherwise our policy will be to dump electronic files upon completion of the job. Archived materials will be stored for 2 years and then destroyed unless written instructions for return are received. Archives will be stored to tape from our server, some monthly publications will be archived to CD and DVD.

## • CHECKING CONTENTS OF YOUR JOB

Please make sure all fonts, EPS files and files that created the EPS are sent. Send all graphics and specific instructions for your job. Do not rely on verbal communication, please write it down. Production delays will result from missing elements.

## • DON'T BE SHY

Please call us with any questions at all regarding your project. Many problems can be resolved and potential scheduling disasters can be avoided by a phone call. Post Printing continues to stay at the cutting edge of print production technology. Our lines of communication are always open to our customers to meet their expectations and assist them with graphical issues. Thank you for your interest in our digital workflow and your relationship with Post Printing Company.

# GRAPHICS SOFTWARE PROGRAMS & EQUIPMENT

Desktop Machines	Monitor	Ram	Hard Drive
Macintosh G4	Lacie Electron 22 BlueIV	1GB	80GB
Macintosh G4	Lacie Electron 19 BlueIV	512MB	40GB
Macintosh G4	Nokia	1GB	80GB
(3) Macintosh G4	KDS Visual Sensations	512MB	80GB
(2) Macintosh G5	Apple Cinema Displays	1GB	80GB
Ultra Windows 2000	Barco 19	128MB	50GB

## Graphic Arts Applications

Macintosh based	Adobe Pagemaker 6.0	Adobe Pagemaker 6.5	Adobe Pagemaker 7.0	Mac OS 9.2 (2)
	Quark XPress 4.1	Quark XPress 5.0	Quark XPress 6.5	Mac OS 10.3.9 (6)
	Microsoft Word 5.1	Microsoft Word OSX	Internet Explorer 5.2	Safari
	Microsoft Excel OSX	Adobe Illustrator CS	Adobe Illustrator 10	
	Adobe Acrobat 7.0	Adobe Acrobat Distiller 6.0	Adobe Acrobat 6.0	Outlook Express 6.0
	Adobe Photoshop 6.0	Adobe Photoshop CS	Adobe InDesign 2.5	Adobe InDesign CS
	Eversmart Oxygen	Macromedia Freehand 9	Macromedia Freehand 10	Freehand MX
	Toast CD software	Flight Check		
	Stuffit ver. 7, 10	Fetch 4.0.3		Norton Utilities
	Preps Imposition 5.1.1	Artworks Dot Spy	Nexus Edit	
Microsoft Windows	Windows 2000 OS	Adobe Illustrator 10	Adobe Pagemaker 7.0	Adobe InDesign CS
	Microsoft Word 5.0	Microsoft Word XP	Adobe Photoshop 6.0	
	Internet Explorer 5.0	Corel Draw 8*	Outlook Express	
	Quark Xpress 5.0	Corel Draw 10*	Norton Utilities	
	Adaptec CD Creator	Publisher 2003*	Adobe Creative Suite CS2	

\*Please call before you send any file from these programs. These files require additional charges and intervention.

## External Drives

Iomega Zip Drives

## Scanners

Creo Eversmart Supreme Scanner (all facilities)

## Image Setting Systems, Data Retrieval

Artwork Systems Nexus Front End System (all facilities)  
 Screen Platerite 8000II Platesetter (Minster & Lexington)  
 Scitex Dolev 800V 8-up Film Imagesetter (Minster & Lexington)  
 Kodak Polychrome Plate Processor (Minster & Lexington)  
 Agfa Sherpa Color Proofing (dylux and contract, all facilities)  
 Windows NT Server (all facilities)  
 1000 baseT Ethernet Network (all facilities)

## Other

Cable Modem

FTP site: access with web browser, call for instructions.

HP Laserjet 2500N

HP Laserjet 2300

Brother Fax Machine

## Color Matching, Film Control

Agfa and Nexus profiling for Heidelberg presses and Nexus

DFE systems

X-Rite Densitometer (film dmax checked 2x daily)

Gretag/Macbeth Spectroscan Calibration System