

Acceptable Media Types and Files



Thank you for choosing Rye Printing & Splash Designz as your print provider. We have assembled this helpful document to assist our customers in properly preparing their files for use by Rye Printing & Splash Designz.

Below is a list of our most basic instructions for submitting electronic artwork. If you choose to send the native files (i.e. Publisher, InDesign, etc.), please use your program's "package" or "collect" feature to assemble all of the placed images and used fonts in one folder. If you want to send a PDF, please see page three for our PDF tutorial.

PANTONE COLORS

When choosing a pantone color for your full color document, please use the PANTONE SOLID PROCESS Library in your graphic design program. This is the only way the color can be completely accurate, as this pantone guide uses only CMYK 4 color formulas. Traditional PANTONE color swatches, such as the PANTONE solid Coated library, have to be matched with CMYK ink, which in many cases results in a completely different color. If your program does not have the PANTONE SOLID PROCESS library, please choose your PANTONE solid coated color as usual, then go to your programs color palette and convert the color to CMYK. We cannot guarantee PANTONE colors not selected from the PANTONE SOLID PROCESS library. Pantone colors for actual spot color work should be chosen normally.

The Basics

Please include a hard copy with your electronic file, indicating color specifications, picture and font placement, and piece dimensions.

The final electronic file must be the actual size, and in correct proportion to the printed piece. For example, if you want an 8 1/2" x 11" document, the file must be at 8 1/2" x 11". Please do not use automatic page numbering or an automatic bulleting system. These features can cause problems with our RIP (raster image processor) system.

Files must include a 1/8" bleed area, if bleeds are desired. For example, an 8 1/2" x 11" full bleed document will actually be 8 5/8" x 11 1/8", to account for a 1/8" bleed on each edge. If you are submitting a two color piece, please create it in Black and Cyan. Cyan will be used as a "placeholder" for the designated second color. If you are submitting a piece that will be printed in booklet form it is imperative that you place blank pages in your document where blank pages will be in the final printing. This will ensure your pages will layout as you intend.

If sending art that you wish us to scan, please provide a clear, flat piece of art. If the art is an ad or logo, please provide it as large as possible to fit on an 8 1/2" x 11" piece of paper. Please note that scanning slightly degrades image quality. If providing photos to be scanned please have them printed with a gloss finish.

Image Requirements

Photos & Images must be saved at a minimum of 300 dpi resolution. Images saved from websites are typically very low resolution images which do not reproduce well in an offset printing environment. All images must be saved in either CMYK or Grayscale. RGB is not acceptable. All images must be submitted in PSD, TIF, JPG or EPS format only. GIF, PICT, etc. are not acceptable. Please create images at 100% finished size. Stretching smaller images to fit your design results in lower resolution, and poor print quality. All images used in your layout, no matter what program you use, MUST be sent as well as your layout document. Images not included will not print.

Fonts

All fonts used in your document must be sent to us, or you can convert the fonts in your document to outlines or curves, if that feature is available. Please note that if fonts are converted to curves or outlines, the text will no longer be editable.

Applications Accepted

Adobe InDesign CS2 - Adobe PageMaker 6.5 & 7 - Adobe Illustrator CS2 - Adobe Photoshop CS2
PDF (see page three) - Microsoft Word or Publisher (additional set up charges may apply)

Media

We accept files sent on CD rom, DVD rom, Zip disks, or feel free to send the files electronically. If you wish to send an email, please make sure your file is under 5 megabytes in size. If the file exceeds 5 megabytes that you may zip it or stuff it and send it that way. Our e-mail address is rpsd@qwest.net

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Adobe InDesign

Adobe InDesign has a package feature to collect all of your pictures used, as well as fonts. First, check your links palette to make sure that all of your pictures are updated and not missing. Address any “stop sign” or “caution sign” symbols. Next, go to the file menu, and choose preflight. Scroll through all of

the options on the left-hand side of the menu. This area will tell you if any of your fonts are not working properly, if your pictures are too low resolution or in the RGB colorspace, and will tell you what is missing. Once your preflight checks out, choose file, and use the package option. Follow the on screen instructions, and be sure that the pictures, fonts, and update links options are checked. Please use Stuffit or Zip to compress the folder before sending. To create a PDF from InDesign, simply choose file, then export. Choose Adobe PDF in the drop down menu. Use the settings from page two where applicable. This creates a PDF, not a PostScript file.

PageMaker 6.5 and 7

We prefer that PageMaker users send a properly created PDF, since PageMaker is an older program that is no longer supported by Adobe. If a PDF is not possible, we require a hard copy proof so we can match positioning, text flow, and tracking values. Please make sure that all of your fonts and pictures are updated. Follow the utilities / plugins / save for service provider menu. Start by clicking the preflight pub button. Address any missing or modified pictures and missing or corrupt fonts. Once your preflight checks out, click the package button at the bottom of the menu. This should save all the pictures and fonts, as well as your publication in a folder. Please use Stuffit or Zip to compress files before sending. To create a PostScript file from PageMaker, choose file / print. Check that the paper size is large enough to accommodate the file plus bleed area. Under options, the send image data option should be changed to normal. Select the check box next to write PostScript to file, and choose your save location. Make sure that the colors are set to composite CMYK, and print the job. Distill the resulting PostScript file with Adobe Distiller using the settings from page two.

Illustrator

Please be sure to embed or include all of the pictures placed in the document. Also, select all of your fonts, and convert them to outlines or curves. Alternately, you can include all of the font files used in your document. Please make sure that the document colorspace is CMYK. Please avoid excessive clipping masks. Please flatten transparencies before sending. There is no need to create a PDF out of a vector graphics document, please send the native file.

Microsoft Publisher and Word

PDF files created from Microsoft Publisher typically have to be edited further in a vector drawing program such as Illustrator. Publisher generally does a poor job of picture and font embedding in a PDF, and the job quality suffers for it. When setting up your file for two color printing be sure that you use tints of the same spot color throughout the file or your file will not separate correctly. We prefer that you send your Microsoft Publisher or Word file natively, and also include all of your pictures and fonts used. This way, we can properly prepare a solid file to work with, and ensure your job is printed properly. Due to the additional time required to prepare this type of file there may be additional charges.

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PDF files are popular and convenient. The main advantage is the layout is “locked down” and cannot be accidentally changed. When a PDF is properly made, there is no need to include your fonts or images, since the files are embedded in the PDF file. However, if the PDF file is incorrectly made, there is very little we can do to fix it. If the fonts and

pictures are not properly embedded, the file will be rejected, and the job will take longer to approve and print. This short tutorial will help anyone creating a PDF to create it properly, and avoid delays.

Flight Check Your Document

If your layout software has a flightchecking option (aka preflight), please use it before attempting to make a postscript file for distilling. This will catch any missing or corrupt fonts, missing or modified pictures, RGB files used, and a number of other common errors.

PostScript File

The preferred method for creating a PDF file is to first create a PostScript (.ps) file from your layout program, such as InDesign. The methods for creating a postscript file vary, from program to program, see your program's section on page three for more information.

Adobe Acrobat Distiller

After creating a PostScript file, you need to distill it by running the file through Adobe Acrobat's Distiller.

This is where the PDF is made, and if you follow our tried and true settings, your PDF will come out correct.

PDF/X-1a:2001

The easiest way to properly produce your PDF file is to select the PDF/X-1a:2001 preset in your PDF options. This is available in Acrobat Distiller 6+, InDesign ver. 2+, and in the “print to PDF” virtual printer more common to Windows. PDF/x-1a:2001 automatically embeds all fonts, converts all colors to CMYK, embeds all images, and is currently the industry standard. This setting will cancel the PDF creation if there are errors, and create a log file telling you what the problem is, so it can be fixed. Use PDF/X-1a:2001 whenever possible.

If PDF/X-1a:2001 use Press Quality settings. If these settings are not available, please contact us and we will assist you in setting the correct options.