

Preparing your file for optimum performance and quality



Listed here are the specifications needed to produce a quality printed piece. Please read over this material, and feel free to contact a DavCo representative if you have any questions or concerns.

ACCEPTABLE FORMATS (PC & MAC)

- Quark or InDesign** Photographs and graphics must be placed or imported into the document. Use "Collect for output" (Quark) or "Package" (InDesign) to assure all art and fonts used in the document are included.
- Illustrator** Save these files in .eps format. All fonts must be converted to outlines and all placed images must be embedded in the file.
- Photoshop** (.psd, .eps, .tiff, .jpg) formats are acceptable. Resolution must be 300 dpi when the file is at 100%. The files need to be in CMYK color mode. JPEG files should be saved as highest quality (compression 12).

If you have a format that does not appear in the above list, please contact us for an estimate.

A Note about PDFs: The PDF format allows few options for fixing an incorrect file. We prefer to receive original native files along with supporting files and fonts.

Always compress your files using a utility like Win-zip or Stuff-it before sending.

Always Send a Copy - Never the Original

Files sent through the internet run the risk of file corruption. Corrupted files cannot be used. You can minimize the possibility of file corruption by compressing your file before sending it to us. Disks sent through mail or courier services may be physically damaged or corrupted by passing through magnetic fields or x-ray. Damaged files/media cannot be used.

Images

When submitting digital files, include all of the images used in your main document as well as those used in any of your supporting files. Also make sure your images are properly linked and up-to-date. Adobe InDesign and Quark Xpress allow you to collect image files in their "package" or "collect for output" wizards.

Scanning; Saving Photos and Artwork

Images need to be scanned differently depending on the type of original. For color and grayscale pictures and art, choose 300DPI at 100% of size to be placed in file. These files must be saved as CMYK or grayscale .tif or .eps files. For black and white line art (no shades of gray), choose 1200DPI at 100% of size to be placed in file. Line art must be saved as .tif or .eps files. We do not recommend saving line art images as .jggs.

Fonts

Fonts are always necessary to print text from a file. To print text from a file, we need both the printer (outline) font and the screen (bitmapped) font. When submitting digital files, always include all of the fonts used in your main document as well as those used in any of your supporting files that have not been converted to curves/paths/outlines (Illustrator .eps files for instance). Adobe InDesign and Quark Xpress allow you to collect font files in their "package" or "collect for output" wizards.

Hard Copy

Please supply a final composite for us to check our output against. Please print your proof at 100% final document size if possible. Otherwise, please mark your proof with the percentage that you printed it.

COLOR CATEGORIES

SINGLE COLOR

- 1.) All images must be high resolution (300dpi). Images should not be scaled or rotated in page layout programs (should appear as 100% at 0°).
- 2.) Images & graphics must be **grayscale or black and white**
- 3.) If your job bleeds, make sure you've added 1/8" for bleed outside of your document size.

MULTIPLE SPOT COLORS

- 1.) All images must be high resolution (300dpi). Images should not be scaled or rotated in page layout programs (should appear as 100% at 0° rotation).
- 2.) Colors must be from the *Pantone Coated Library (the Pantone number MUST be followed by a "C")*
Please test print your separations prior to submitting your files, and supply a hard copy of your separations with your job.
- 3.) If your job bleeds, make sure you've added 1/8" for bleed outside of your document size.

PROCESS COLOR

- 1.) All images must be high resolution (300dpi). Images should not be scaled or rotated in page layout programs (should appear as 100% at 0°).
- 2.) Files must be **CMYK only. No RGB, LAB or any other color mode.** Files may not contain any Pantone colors.
- 3.) If your job bleeds, make sure you've added 1/8" for bleed outside of your document size.

Preparing your file for optimum performance and quality

After you submit your files, we will contact you if there are any issues with them. At that time we can discuss who will make the changes (you or DavCo). We can also discuss any impact those changes will have on the cost and schedule for your job.

Some printing tips to help your job look its best:

- If your job is more than one color, please print separations. Check to make sure everything is separated correctly, and is trapping as intended.
- If your job has unusual folds or cuts, please supply a full-size hard-copy that is folded.
- If your job bleeds, make sure you've added 1/8" bleed outside of your document size.
- Be very selective when using an overall solid dark background. Keep total CMYK percentages below 200%.
C:80% M:40% Y:40% K:20% = 180% - OK C:20% M:100% Y:10% K:100% = 230% - Too dense
- Thin or small type on a dark background tends to fill in due to the registration of the colors around it. A good rule of thumb is to make your font size at least 12pt when using light colored type on a dark background. Watch out for script fonts especially. Adding a tint of the colors used in the background will improve the overall appearance.

Print job checklist

DID YOU INCLUDE:

- Native digital file (.qxd, .indd, .psd, etc.)
- Links/picture files
- Fonts
- .PDF file of your document or a hard copy showing separations (if applicable)

Submitting your files:

- 1.) We accept both PC and MAC files on CD or DVD.
- 2.) To submit a file electronically, please go to www.davcoadvertising.com and click on "Send a File".