



more than just printing

The three most common problems that arise in prepress in regards to clients' files are: no bleed, RGB colour space, and low resolution files.

When creating or submitting files, please keep the following guidelines in mind:

1. RGB is great for the web and video, but will result in poor quality print. **CMYK and spot colour(s)** are the acceptable colour spaces for prepress. RGB files can be converted to CMYK, but it often creates undesired results. It can also be time consuming, depending on complexity of the files, which could lead to extra charges.
2. **Native files are highly preferred.** i.e.: **InDesign, Illustrator, or Photoshop.** With the native files available any editing or profile changes can be made much easier and quicker, therefore turn-around time is also reduced.
Files created using Microsoft Office are *not* acceptable for quality print because they produce low resolution RGB files.
3. If native files are supplied they should be packaged with **all links and fonts**. For best results, links should be high resolution. All fonts should be Macintosh compatible.
4. If a PDF file(s) alone is supplied **be sure the PDF is high resolution**, otherwise it could result in a poor quality print.
5. If the file has multiple pages, and only a PDF can be supplied, we prefer single page outputs, not spreads. Spreads can be used, but are undesired as they take more time to properly impose.
6. Bleed should be symmetrical at 0.125" or larger regardless of the trim size.
7. All small black text should be 0c, 0m, 0y, 100k (or greyscale) and set to overprint.
8. Solid black areas should have a 40% cyan helper. A richer black is acceptable, but total ink coverage should not exceed 240% (e.g. c70 + m50 + y20 + k100 = 240%).

Supported Software for native files:

- Adobe InDesign CS5**
- Adobe Illustrator CS5**
- Adobe Photoshop CS5**
- Quark Xpress 8**

Files can be emailed to Troy Nadeau at prepress@aulwardgraphics.com or uploaded to an FTP site. All files uploaded to Aulward's FTP should be zipped using any available compression software. If you have any questions, please contact Troy at prepress@aulwardgraphics.com or 905-573-5202.

Aulward's FTP login info is as follows:

Host	aulwardgraphics.com
User ID	anonymous@aulwardgraphics.com
Password	guest@unknown

PDF EXPORT PREFERENCE

(Remember, native files are highly preferred if available)

Standard: None

Compatibility: Acrobat 4 (PDF 1.3)

1 General:

Options: None

Export Layers: Visible & Printable Layers

Include: None

2 Compression:

Color Images: Bicubic Downsampling to 300 ppi for images above 450 ppi

Compression: Automatic (JPEG)

Image Quality: Maximum

Greyscale Images: Bicubic Downsampling to 300 ppi for images above 450 ppi

Compression: Automatic (JPEG)

Image Quality: Maximum

Monochrome Images: Bicubic Downsampling to 1200 ppi for images above 1800 ppi

Compression: CCITT Group 4

Compress Text and Line Art

Crop Image Data to Frames

3 Marks and Bleeds:

Marks: crop marks

Bleed and Slug: 0.125" (symmetrical)

Do not include Slug Area

4 Output:

Color:

Color Conversion: No Color Conversion

Profile inclusion Policy: Don't Include Profiles

PDF/X N/A

5 Advanced:

Fonts: 100%

OPI: None

Transparency Flattener:

Preset: High Resolution

Do not ignore spread overrides

Job Definition Format (JDF): Do not create JDF file using Acrobat

6 Security:

Do not require a password to open the document

Do not use a password to restrict printing, editing, and other tasks

I suggest saving this as a preset; **Aulward PDF.**

