

Artwork Guidelines for Offset Printing

ELECTRONIC FILES vs. HARD COPY

Electronic files are *strongly preferred* to hard copy artwork for several reasons:

- Digital files will produce better quality than hard copy, especially with our computer to plate system.
- Your digital file is easier and quicker to prepare in pre-press, enabling it to be cleared to the pressroom sooner.
- You may be liable for extra charges to scan and/or color separate your hard copy artwork.
- We're fully up to date with both Mac and PC software, resulting in very few compatibility issues for digital files.
- We've been able to eliminate the need for negatives and metal plates on most jobs with our computer to plate systems.
- We're happy to accept your artwork via e-mail, resulting in time and shipping cost savings for you.

ELECTRONIC ARTWORK

Types of Files

The preferred format for electronic artwork for offset printing is PageMaker, Quark Xpress or InDesign. We are fully equipped on both the PC and Macintosh platforms. We work with Adobe Illustrator and Adobe PhotoShop for image files. We do not accept Microsoft Office programs (Word, PowerPoint, Excel) for *offset* printing jobs. They are not designed for this purpose, and do not produce color separations. (They are usually fine for *digital* printing, though, so please let us know if you have these types of files.) We do support Microsoft Publisher for the PC; however this program does have some limitations, so please be sure to discuss your file with us prior to sending it. If you prefer to send Adobe PDF files, please contact us for proper specifications. ***For all files, it is essential that you include a hard copy composite of your job so we can be sure of appearance and positioning.***

Please label your disk as PC or Macintosh. If you are sending your file via e-mail, PC files should be sent to info@rsvprinting.net, and Mac files should be sent to macfiles@rsvprinting.net. If you are providing your file via e-mail, please fax a composite with the file name noted on the fax.

Logos and Fonts

Logos and images should be saved as either TIFF or EPS. We cannot use native Corel Draw or Freehand files; these should be saved as EPS files. It is vitally important to include all image files (i.e., TIFF and EPS files) and fonts appearing in your document. If your document is in Macintosh format, please be sure to include both *screen and printer* fonts. Please convert all fonts to outlines in any EPS files that may be part of your job. Failure to include fonts may make printing your document impossible, and failure to include logos and art files will make it impossible to print those logos at an acceptable level of quality. If we are typesetting your job for you and you would like us to match a font on a previously printed sample, please provide the font name with your order. Our regular typesetting charge will apply for time spent attempting to match a font for which no name is provided.

Spot vs. Process Color

Black and white image files work best and are strongly preferred. If you do supply color TIFF or EPS images, please be sure that your image files are set up as *spot color*. Many programs default to 4 color process or RGB color unless the items are specifically designated as spot color. If

your logos are process color or RGB, they will not print properly. There will be an additional charge for us to color separate your logos in this instance. ***If you are in any doubt, please leave your image file black and white.***

Trapping

You are responsible for properly trapping your file. Files which contain dead traps should be supplied to us choked and spread. Please consult with us as to whether your specific job should be set up to overprint or knock out, as there are many different factors which affect these settings.

Photographs

Scanned photographs should be black and white, at 300 dpi. Scanning at a higher resolution will make it impossible to reproduce the photo at an acceptable level of quality. If we will be scanning your photos for you, we'll require good quality black and white original photos. Veloxes, color photos, and most half tones will not produce an acceptable scan.

HARD COPY ARTWORK

Submission of your artwork in electronic form is strongly preferred and encouraged. If you are unable to obtain an electronic file and must submit hard copy art instead, there are some important formatting considerations.

Positives & Negatives

We normally work from positives. 600-1200 DPI laser print outs are usually sufficient. Attempting to use a thermographed or color sample as artwork will produce inferior results. Screens should be kept at 100 lpi or less (though most laser printers can only achieve 85 lpi or less.) We are able to work from supplied negatives, though an extra charge will apply. We normally use line screens of 133 lpi for negatives.

Color Separations

If you are supplying hard copy, camera ready art, please be sure it is completely color separated (each color is printed on a separate page.) If we must color separate your artwork, an additional charge will apply. ***Also, please include a composite printout so we can be sure what the finished piece should look like.***

Color Matching

Please provide a PMS number for each PMS ink used in your job. If no PMS number is provided and we are asked to match the color of a sample, an extra charge will apply. ***If both a previously printed sample and PMS number are provided, we will produce the PMS number specified and will not match the sample.***

Gripper (Space on the Edge of the Page)

There must be 5/16 inch of space on at least one edge of your printed piece. We typically run our presses portrait oriented, meaning the space allowance should be on an 8^{1/2} inch edge. This is particularly important on 3 panel brochures, as the image will appear off center if there is inadequate space for the gripper. Artwork submitted with insufficient gripper space will be subject to an extra charge for art reduction, or for running the job on oversized stock and cutting the finished product down to size. Either scenario will also delay the completion of your job.