

# Proper Document Construction:

## A responsibility shared by designers, file creators and printers

Before a job can be put into production, it goes through a process called Preflighting. During preflighting all parts of a job are reviewed, from document construction to font and graphic usage. The purpose is to find and alert the customer to potential problems before they result in project delays, cost increases and frustration.

### How to stop problems before they happen

#### **Document Construction/Pre-Press Requirements**

- The document size in your layout program must be the same as the final trimmed size. The document size is listed on your quote.
- All live matter must be kept a minimum of 3/8 inch from trim edges. See bleed and trim example.
- All bleeds must extend 3/8 inch beyond trim edge. See bleed and trim example.
- Multi-page documents should be set up in sequential order, not reader's or printer's spreads.
- Convert all RGB files to CMYK that are to print as process.
- B&W files must be one color bitmap or grayscale.
- Acceptable file formats are .tif, .eps., .pdf and .jpg. Note that some jpg files are low-resolution. Unacceptable formats will be converted at the hourly pre-press rate.
- Graphics/photos should have a resolution (dpi) of 230 dpi when placed at 100%. A photo's resolution changes when it is enlarged or reduced in a page layout program. This can result in poor quality or overly long processing times.
- Indicate if the job will print spot color. Use the exact same name for the spot colors in each design program used.

### What to send and how to send it

#### **Submitting Electronic Files**

- Indicate if your job is Mac or PC platform based.
- Include laser proofs printed from the final version.

- Send all files necessary for output including fonts, graphics and layouts. Check font usage and links palette before attempting to collect or package. Correct any problems. Do not ignore warnings..
- Send only the tiles necessary for output.
- If you had problems with your files, chances are we will too. Note these problems to avoid production delays.
- Distill PDFs using House of Print job option settings (contact House of Print) or download printable PDF from website. Please feel free to contact your Sales Rep with any additional questions.

### Acceptable Media and Software

#### **Acceptable Media**

We accept both Macintosh and Windows via the following media:

- ✦ CD-ROM, CD-R/RW, DVD (will not be returned unless requested).
- ✦ E-mail if total file size is less than 10 megabytes.
- ✦ File transmittal via FTP (file transfer protocol).

For FTP we will need to create a secure account for your use. Please contact your Sales Rep to set up your account.

✦ We accept final design jobs in both Macintosh and Windows in the following programs:

**Quark XPress**

**Indesign**

**Pagemaker**

Additionally, we work with the following programs as supporting programs to the packages listed above:

**Photoshop**

**Illustrator**

Use of unsupported programs may result in additional charges and delays. House of Print cannot guarantee that such files can be made usable for processing and printing.



*House of Print*

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