

# FILE PREPARATION

Here are some of the most common issues that cause production delays and unexpected cost overruns.

## Fonts

Please include all fonts that are used in your project, including common fonts such as Helvetica. There are many versions of Helvetica and our version may be different from yours. When possible it is best to use PostScript Type 1 fonts and avoid TrueType fonts. When sending PostScript Type 1 fonts please send both screen and printer fonts for the Mac OS or PFM and PFB for Windows.

## Page Size

The document page size should be equal to the final printed page size (or "trim" size). It is best not to create a larger page size to accommodate bleed, or to build a smaller-size product on a larger page with manually-produced crop marks.

## Bleeds

Bleeds should measure at least 1/8 inch for most projects. To create bleeds extend the applicable elements beyond the page margins, into the pasteboard area of the layout program.

## Single File

If possible, keep all the pages of a project in a single file. This will aid us greatly in expediting your job.

## Number of Pages

The number of pages in a document should match that of the final printed product.

## Spreads

If your project has spreads, design in reader spreads. When creating a new document, the page size should be equal to the final printed page size with the "Facing Pages" option selected. Creating a page size that is twice the page size to accommodate spreads is problematic as the one large page will need to be broken into two separate pages in order to impose it.

## Supported Software

Although a variety of software can be used to create the graphic elements of your project, ideally the final layout should be delivered in Adobe InDesign or QuarkXPress format. These layout programs are designed for producing the high-quality output required for professional print production. Vector artwork should be created in either Illustrator or Freehand. Photoshop is appropriate for raster image manipulation. Please give us a call if you do not have access to one of these programs and we will work with you to find a solution.

## Graphic File Formats

EPS (Encapsulated PostScript) and TIFF (Tagged Image File Format) are preferred. Use 8 bit rather than 16 bit for images. Some formats do not work reliably such as BMP (Windows), WMF (Windows), and PICT (Mac OS).

## Resolution

Raster images should contain resolution equal to 2-times the line screen. Most printed pieces are produced at 150 or 175 lpi (lines per inch), which means that your images should have about 300 to 350 ppi (pixels-per-inch) at final size used in the layout.

## Image Color Mode

Four color process printing on an offset press requires CMYK (Cyan, Magenta Yellow, Black) files. If images are left in RGB (Red, Green, Blue) mode, B&B will have to convert the images in the document to CMYK which may result in additional costs. For assistance in converting images to CMYK download the color settings for Photoshop located on our website and follow the instructions included with them.

Have prepress questions? Please call **503-639-9835** and ask for prepress customer assistance.

