



Digital File Preparation

Fargo Location:

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P.O. Box 2065
Fargo, ND 58107-2065

1.800.765.2937
Fax: 701.476.2180

WHAT TO PROVIDE - LAYOUT CHECKLIST:

- Document layout file (if applicable)
- All supporting files and/or images (plus) the layered file in the case of Illustrator, Freehand or Photoshop file. (Layered Photoshop files are needed if any changes are to be made to an image).
- All fonts used -- BOTH Screen & Printer versions. (include fonts used in Illustrator or Freehand eps files unless all type is converted to paths)
- Hard copy proof of job being submitted.
- Any original artwork or transparencies needing to be scanned.
- To avoid confusion, please send only applicable files or materials.

FILE PREPARATION/LAYOUT

- File should be built at 100%.
- Please make sure the page size in your file is the same as the finished product.
- Do not use the "style" menu for bold, italic or bold italic fonts, use the proper version of the font. Example: If you make a font bold using the menu style and there is no bold version of that font, it will not print bold even if it looks bold on the screen.
- File pages should be set up as single facing pages in one document, in the order they will appear in the finished product (reader spreads, not printer spreads).
- All type and artwork important to the content of the page should be at least 1/8" in from the edge of the page.
- All bleeds should extend 1/4" beyond the edge of the page.

SCANNING

- Please indicate any cropping, enlargements or reductions, and any color enhancement needed to be done.

FONTS

- All fonts used in the publication and/or artwork should be included (screen and printer fonts).

JOB SUBMISSION

- To guarantee accuracy, please include up-to-date lasers of your file printed at 100%
- Please indicate if the file is to print as CMYK, PMS spot colors or a combination of both. List PMS ink colors to be used when supplying the file.
- Always compress files you are emailing or placing on the FTP site. Please notify your Customer Service Representative that files have been sent, and also fax a copy of the file for visual reference.
- Include a laser of the directory of disk contents.

IMAGES/LINKS

- All graphics should be included even if they are embedded and/or stored in the publication.
- Resolution of continuous tone images should be at least 300 dpi (400 dpi for Postcards) at the size they are placed in the page layout program. If the resolution of a file does not meet these standards, the quality of the printed image will be noticeably low. Bitmap Tiffs should be 1200 dpi at the size they are placed in the page layout program.
- All images should be saved as (CYMK or grayscale) photoshop tiffs, eps, bitmap tiffs, and Illustrator or Freehand eps. Do not save images as jpeg format files, PICT, GIF or WMF.
- Problems may occur when an image is placed in Illustrator, saved as an .eps then placed in a page layout program. Try to place only native files into the layout.
- Cropping out unused portions of images will reduce file size. Proper cropping of images plus placing Photoshop images at 100% in the page layout program will reduce imaging time.
- Images should be linked, not copied and pasted into the page layout program.

PDF FILES

- PDF files should be created using Acrobat Distiller.
- When supplying PDF files for output, be sure they are saved for print (high resolution) and include bleed. Also include all fonts and images in the PDF when it is created. A PDF should be print ready as we are very limited as to the changes we can make to a PDF.

If you have a question that is not answered on this sheet, contact your CSR for more information on preparing your files for production.