



A CONSOLIDATED GRAPHICS COMPANY

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Digital Pre-Press Guidelines

At John C. Otto, we want to help you prepare your files properly to make working with us a seamless process and your printing job as efficient as possible.

Build documents...

- to their final (finished) size
 - not to a larger size and draw in your own crop marks
- as a single page (unless a folder or spread)
 - not as printer spreads (Otto will handle the imposition)
- with 1/8" (.125) of bleed on all elements that touch page edges
- using Adobe Type 1 Postscript fonts whenever possible
- using the "Press Quality" setting in Adobe Acrobat (for PDF files)
- using "Registration Marks" option, and extend them out 12 points if possible

About fonts

- Use specific fonts for bold or italics type
 - not manual keyboard attributes or styles
- Include all fonts (both printer & screen) used in your document, including fonts embedded in EPS files

About images

- Supply scanned art at 300 dpi for CMYK or gray scale images at the intended size, and 1200 dpi for bitmap, logo, and line art images
 - Lower resolutions may result in lower quality output
 - Images should not be used at more than 150% of the scanned size
- Print weight for scanned images should not exceed 300% maximum density or total ink
- All rule lines should be a minimum of .25 point in width
 - Do not use the "hairline" width for rules
- Save all images as .tif or .eps preferably — .jpg and .psd formats also acceptable
 - Avoid supplying images in .pcx, .pict., or .dwg formats
 - Do not nest EPS files within EPS files
- Use fill of "none" for placed images

About colors

- Convert RGB images to CMYK for a four-color process job
 - Don't supply images in RGB, LAB, or Indexed Color mode
- Convert any spot colors to process colors in four-color process jobs
- Reinforce large black areas in a four-color process job with a super black
 - Don't create custom colors for the color black or the color white
- For gray scale images, highlight dots should be at 5%, and shadow dots at 85%

Digital Pre-Press Guidelines continued

About files

- Include all art files with your job, up-to-date and linked to your document
- For a file to be RIP-ready, image names must match file names exactly
 - Otherwise, images must be previewed and manually linked
- Embedded images and Photoshop documents must be included and final
 - If they require color correction or editing, we cannot access them
- Provide the native files so that if changes are needed, we can work from them instead of recreating the entire document from scratch
- Supply laser of the final document at 100%, or the final PDF for reference

Supported applications

John C. Otto can accept files from any of the following applications:

- Quark Xpress Mac (or PC), version 6.5 or earlier
- Adobe InDesign Mac (or PC), Creative Suite 2, Creative Suite, or earlier
- Adobe Pagemaker Mac (or PC), version 7.0 or earlier
- Supplied Adobe PDF Mac (or PC), versions 1.4 to 7
- Adobe Illustrator Mac (or PC), Creative Suite 2, Creative Suite, or earlier
- Adobe Photoshop mac (or PC), Creative Suite or earlier
- Macromedia Freehand Mac, version 10 or earlier

Applications that are not considered commercially acceptable and should be avoided are:

- Corel Draw
- Microsoft Publisher, Word, Excel, or Powerpoint
- WordPerfect
- other word processing applications

If you have a job that includes digital files from these programs, please contact your print rep before submitting the files, as there are production considerations to discuss.