Preparing Files *for print*
at Econoprint

Planning Your Print Project

Before you prepare your publication, plan ahead for printing. Will you want copying or printing? Do you want black and white, spot color (Pantone colors), or process color (cmyk)? Your answers to these questions affect the way you create color in your file, the size and margins of your page, number of pages, the folds, and more. Discuss your plan with an Econoprint Service Representative early in the design process. If you have a $500 budget to print and distribute a newsletter, you don't want to find out at the last moment that you've created a $5,000 design. Your Service Representative at Econoprint can suggest ways to keep the design you like and reduce printing costs. Each printing option is not always clear and you may have to make a series of trade-offs before you can reach a decision on how you want to produce your publication. Just call us and we'll show you how.

A great design starts with a file that is built properly.

Let us help!

ECONOPRINT
FROM DESIGN TO DISTRIBUTION

Accepted File Types

Printing	Copying
• PDF	• PDF
• QuarkXPress	• PostScript
• PageMaker	• Word
• InDesign	• PowerPoint
• Publisher	
• Illustrator	
• Photoshop	

Choose Graphics File Format Based on Task .eps .tif

Graphics come in many flavors but not all file formats are suitable for all purposes. How do you know which is best? In general, there are graphics formats suitable for printing and those for on-screen viewing or the Web. Within each group there are also formats that are better than others for the same task.

GIF and JPG formats are best for on-line or Web publishing. Although other formats for on-line publishing are in development, at present, GIF and JPG are the standards.

EPS and TIF formats will provide the best quality. They are the industry-standard graphics file formats for high-resolution printing.

In addition to the formats in Figure 1, there are proprietary graphics file formats. These are bitmap or vector formats used by specific graphics programs. Although some desktop publishing software will recognize the more common formats such as PSD from Adobe Photoshop (bitmap) or CDR from CorelDRAW (vector), it is generally best to convert these images to TIF or EPS or other common graphics file formats.

This simple chart outlines the best use for several common formats. Match the format to your job either by starting with graphics in that format or by converting other artwork to the desired format.

FORMAT	DESIGNED FOR	TOP CHOICE FOR
BMP	Screen display under Windows	Windows wallpaper
EPS	Printing to PostScript printers/Imagesetters	High-resolution printing of illustrations
GIF	Screen display, especially the Web	Web or on-line of photographic images
JPEG, JPG	Screen display, especially the Web	Web or on-line of photographic images
PICT	Screen display on Macintosh or printing to non-PostScript printer	
TIFF, TIF	Printing to PostScript printers	High-resolution printing of images
WMF	Screen display under Windows or printing to non-PostScript printer	Transfer vector images via the clipboard

Figure 1

Understanding Color—CMYK or Spot

Process color offset printing is also called CMYK or four color printing because it uses four semitransparent process inks—cyan, magenta, yellow, and black (abbreviated as K)—to reproduce a full range of colors on a printed page. Process color printing is typically used when your document includes full color photographs or multicolor graphics. Process color printing is typically more expensive than spot color printing.

In spot color offset printing, one or two colors (or tints of colors) are produced using premixed inks, typically chosen from standard color-matching guides, like the Pantone Matching System® or PMS. The Pantone color-matching guide is a set of colors that you can choose from in professional graphics programs like QuarkXPress, InDesign, and PageMaker. Choosing colors from a color-matching library helps ensure high-quality results because print professionals who license the libraries agree to maintain the quality requirements of the manufacturer.

Pantone 158

Talk to your Econoprint Service Representative about our process and spot color printing options.
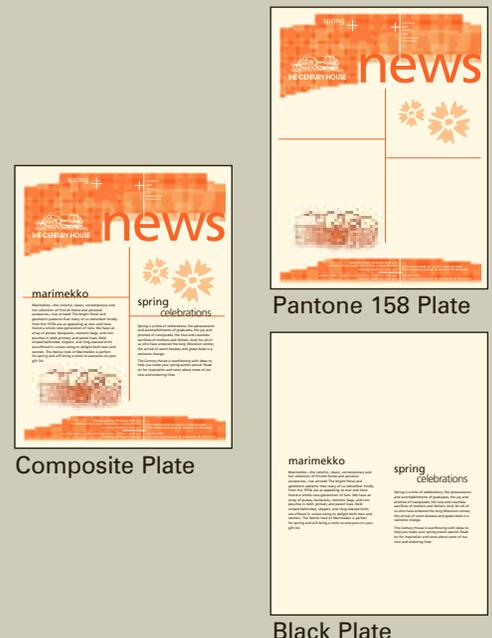
Pantone 158 Plate

Composite Plate

Black Plate

Understanding Graphics Formats

There are two basic formats: bitmap (or pixel-based) and vector (outline).

BITMAP

Definition: A bitmap is a type of graphic composed of pixels (picture element) in a grid. Each pixel or "bit" contains color information for the image. Bitmap graphics formats have a fixed resolution which means that resizing a bitmap graphic can result in distortion and jagged edges.

Software such as Adobe Photoshop and Corel Photo-Paint are designed for creating and editing bitmap images like photos. Adobe Photoshop is highly recommended.

Also Known As: raster, fixed-resolution image

Examples: Some common bitmap formats are TIF, JPG or JPEG, GIF, PNG, PICT, PCX, and BMP. Econoprint recommends TIF format for photos.

Bitmap Image

VECTOR

Definition: Vector graphics are a resolution-independent, scalable format composed of individual objects made up of mathematical calculations. Vector images can be resized easily without loss of quality, making them an ideal format for logos or illustrations that are to be used at multiple sizes.

Software such as Adobe Illustrator, Freehand, and CorelDRAW are popular graphics software for creating and editing vector graphics. Adobe Illustrator is highly recommended.

Vector Image

Examples: AI (Adobe Illustrator), CDR (CorelDRAW), EPS (Encapsulated PostScript), CGM (Computer Graphics Metafile), and WMF (Windows Metafile), DXF (AutoCAD, other CAD software) and SWF (Shockwave Flash) are common vector formats. Econoprint recommends EPS for vector graphics.

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Recommended Desktop Publishing Software

QuarkXPress

Collect for Output

If you are sending native files, there are some easy ways to ensure that your job is produced correctly. By using the Utilities menu and the Collect for Output feature, you will be able to verify that all graphics links and typefaces are up-to-date and included.

❖ With your document open in QuarkXPress, select Usage under the Utilities menu.

❖ Under the Fonts tab there is a list of all fonts used in your document. Make sure that none of them are in parentheses (which indicates a font is not loaded properly).

❖ Under the Pictures tab you can check the status of each linked graphic. If the status is missing or modified, you will need to update these items.

❖ Once all Fonts and Pictures are updated, you are ready to Collect for Output. This is done by going to Collect for Output under File.

❖ In the Collect for Output menu you will have the option to save your files to a new location. We suggest that you create a new folder just for the collected items.

❖ Assign a file name for the report that accompanies all other collected files. This report includes a list of all used fonts, links, and inks required to print the document, and print settings. The report is stored in the same folder as the other collected files.

❖ Also in the Collect for Output menu you will find a series of check boxes. You should check all of the boxes. This will collect all fonts, graphics, a copy of the document, and other useful items for a service provider.

❖ Once the Collect for Output is complete you can simply submit the entire folder via one of the methods listed on the back page of this document.

❖ It is a good idea to check your collect by printing a test file before sending.

❖ Under the Fonts tab, each font listed should have <plain> listed next to the font name.

InDesign

Preflight and Package Native Files

If you are sending native files, there are some easy ways to ensure that your job is produced correctly. This includes verifying all graphics links and fonts. Most of these functions will occur when you use the Package option.

❖ With your document open in InDesign, select Package under the File menu. In the Preflight dialog box, click Package.

❖ If a dialog box appears alerting you to possible problems click View Info to open the Preflight dialog box where you can correct problems or get further information. When you're satisfied with the document, begin the packaging process again.

❖ Fill in the printing instructions. The file name you type is the name of the report that accompanies all other packaging files. This report includes the information in the Printing Instructions dialog box; a list of all used fonts, links, and inks required to print the document, and print settings. The report is stored in the same folder as the other packaging files.

❖ Click Continue and then specify a location in which to save all packaging files. We suggest that you create a new folder just for the packaged items.

❖ In the bottom portion of the menu you will find a series of check boxes. You should check all of the boxes. This will collect all fonts, graphics, a copy of the document, and other useful items for a service provider.

❖ Once the Package is complete you can simply submit the entire folder via one of the methods listed on the back page of this document.

❖ It is a good idea to check your packaging by printing a test file before sending.

PageMaker

Save for Service Provider

If you are sending native files, there are some easy ways to ensure that your job is produced correctly. This includes verifying all graphics links and fonts. Using Save for Service Provider will include and update these items for you.

❖ With your document open in PageMaker, select Plug-ins under Utilities. Select Save for Service Provider.

❖ Click on Preflight pub. This will create a report telling you if the file is okay for packaging or if there are problems.

❖ By clicking on the Fonts, Printing, or Info links you can find information on what the problems are. By clicking on the Links tab you can not only see what the problems are but you can relink in missing or modified links.

❖ Once the file is ready to be packaged, click Package to bring up the Save As menu.

❖ Specify a location in which to save all files. We suggest that you create a new folder just for the packaged items.

❖ Check the Copy Fonts box and select All. The Report type should be Formatted (.PMD).

❖ Click Save. Once the Package is complete you can simply submit the entire folder via one of the methods listed on the back page of this document.

❖ It is a good idea to check your packaging by printing a test file before sending.

Adobe Photoshop and Adobe Illustrator

✔ Both are highly recommended support software.

✔ Photos should be scanned and saved a minimum of 300 dpi for spot color work and 400 dpi for process color work.

✔ RGB is not an acceptable color space for process color or spot color printing.

✔ Line art and logos should be created in a vector-based program, like Illustrator. Change fonts to outlines.

✔ If it is not available, scanned line art and logos can be provided at 1200 dpi.

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Accepted Microsoft Office Programs

NOT recommended for commercial printing but acceptable for office use and copying.

Publisher

Microsoft Publisher is an inexpensive alternative to the more professional page layout programs mentioned on page 4 of this brochure. Publisher files can be submitted to Econoprint, but usually require additional changes by our prepress staff. Here are some tips for making your Publisher file print-ready. Following these tips may save extra prepress charges.

❖ Unless your final output will be in full color, avoid the Quick Publications offered by Publisher. Although they make the design process quick and easy, they can cause many print problems.

❖ Always use the Commercial Printing Tools found under the Tools menu. You can access the spot color palettes, font management, and graphics management tools through this menu.

❖ Publisher defaults to RGB color for all designs, which is not an acceptable format for commercial printing. It is important to convert your files to spot colors before submitting them for print. You can do this in Commercial Printing Tools/Color. Once you have selected spot colors in this menu, review the pages to make sure that the spot colors generated are used as expected and desired screen percentages, as they may have changed.

❖ Even though Publisher automatically embeds fonts, we recommend including the native font files. Some fonts have restrictions from the manufacturer and will not embed correctly. To easily find the fonts you used in your file, use the Commercial Printing Tools/Fonts.

❖ Publisher also automatically embeds placed graphics. Again, we recommend including the native graphics files (anything that you placed from another program). We may need those files for photo adjustment or color correction.

❖ Publisher will not handle a multiple spot color EPS file such as a two-color logo created in Adobe Illustrator. If you need to use a spot color separated EPS you may want to contact our preflight staff for options.

PowerPoint

Microsoft PowerPoint is a program developed for creating presentations. We would be happy to take your PowerPoint presentation and print handouts on our color copiers. However, PowerPoint is not considered a high-resolution tool for offset printing. It does not have the color correction, color separation, graphic management, or font management capabilities needed to successfully set up a file for offset printing.

Word

Although Microsoft Word is a widely used program in a business environment, it does not have the color correction, color separation, graphic management, or font management capabilities needed to successfully set up a file for offset printing. We would be happy to accept a PDF file converted from your Word file with the understanding that we may not have the same abilities for making changes and managing color that we would have with a professional page layout program.

Choosing the Correct Software

In choosing desktop publishing software, one of the key considerations is determining how you will print your material. The graphics industry-standard desktop publishing software includes QuarkXPress and Adobe InDesign.

Business application software (like Microsoft Word and PowerPoint) usually do not produce the type of high-quality files needed for commercial offset printing. Even when using professional software capable of creating the required files (like QuarkXPress or InDesign), non-designers may not understand how to properly create files for commercial offset printing.

Although there are many specific considerations for preparing files for offset printing, in terms of ink colors and the printing process, two of the main software and file preparation considerations are the use of color graphics and separations.

CMYK AND SPOT VS. RGB

Graphics generally use RGB (Red, Green, Blue) or CMYK colors. Graphics on the Web or designed for on-screen display are RGB images. Because offset printing utilizes CMYK or spot color inks, all color graphics need to be saved as CMYK or spot colors. This simple conversion is done in your graphics software program like Photoshop or Illustrator.

SEPARATIONS

Whether printing in CMYK inks or spot colors, for offset printing you must supply a file that can be separated into different files (or plates) for each ink color. These separations contain only the elements of the document that will print in one color of ink. The printing plates for offset printing are made from these separations.

Source: Jacci Howard Bear, <u>Your Guide to Desktop Publishing</u>

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✓ Bleeds

✓ Font Styles

✓ Fonts

✓ RIP Errors

✓ Imposition

✓ Extraneous Elements

✓ Graphics

✓ Color Space

✓ Transfer Protocol

✓ Backup Copies

✓ Proofs

✓ Color Separation

✓ Folded Mockup

Preflight Checklist for File Preparation

✓ **Bleeds:** Check placement of crop marks and bleed allowances. 1/8" bleed is recommended.

✓ **Font Styles:** Use only the actual fonts for bold, italic, and other font styles. For example, select Times Bold instead of using Times and applying the bold style key.

✓ **Fonts:** Send both screen and printer fonts for Type 1 fonts. Send the same format (Type 1, TrueType, OpenType) as used in the document. Send all the fonts used, including fonts in EPS graphics (or, convert fonts in graphics to outlines before placing in page layout application).

✓ **RIP Errors:** Build efficient and clean files that print successfully—for example, crop images *before* placing in a document, simplifying blends, and avoid nested graphics (i.e., a bitmap placed in Illustrator, then placed into InDesign).

✓ **Imposition:** Create newsletters or booklets as single pages, not reader's spreads.

✓ **Extraneous Elements:** Remove references to unused fonts and colors. And remove non-printing items from the pasteboard.

✓ **Graphics:** Supply the original source files for graphics. Use the recommended file formats (TIF and EPS) and at the proper resolution for the output device. Graphics copied from Web pages are low-resolution and should be avoided.

✓ **Color Space:** Convert graphics from RGB to CMYK, grayscale, or spot color.

✓ **Transfer Protocol:** Label disks or include your name, address, phone number, and any job number supplied by your Econoprint service person in your email. Include only the most current version of the document to be printed and no unnecessary or alternate versions of files, fonts, or images.

✓ **Backup Copies:** Never send your only copy of a file to your service provider.

✓ **Proofs:** Provide a composite laser or color proof of your file, even if you provide your file electronically. Check proofs to ensure they accurately reflect the graphics, fonts, bleeds, and include crop marks if required. Note on proof if it is not a 100% size representation of final product.

✓ **Color Separation:** Provide color separated proofs. Check that all colors separate properly. Indicate on separation proofs which color/plate it is. Incorrect color separations will result in delays and additional charges.

✓ **Folded Mockup:** Indicate folds, die cuts, and any special instructions.

Most service providers will charge extra for such things as converting RGB images to CMYK, outputting laser proofs, creating bleeds, creating spot color separations, and other corrections. Refer to this preflight checklist before submitting files in order to avoid printing and finishing delays and added expenses.

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What About a PDF?

PDF (Portable Document File) is a convenient way to view and send files without the worry of things moving or changing in the transfer process, or the hassle of including fonts and graphics. Unlike native files from programs such as InDesign and QuarkXPress, PDF files can be very difficult and sometimes impossible to edit. In fact, PDF files were never meant to be edited. If they are set up incorrectly it can cause delays and extra charges if we need to do any work to them. Here are some tips for making a PDF. PDFs are a good choice for copying projects. However, Econoprint recommends sending native files for process and spot color printing.

- Set up files with crop marks and 1/8" bleeds when needed. It is often impossible to go back into a PDF and make it bleed.

- Adjust the photos and graphics so they look the way you want them to print prior to making a PDF.

- Make sure that if it is a color PDF all of the colors are in the proper color space. Using the generic "red" in a color palette is not enough. You should use the exact Pantone color number. Also make sure that black and white files are in fact set up as black and white. If there are colored items in a file printing black and white, the colors will print as a screen rather than the solid that was intended.

PDF SETTINGS

You can use Adobe's PRESS QUALITY settings when making your PDF. If that is not available, use the following settings:

- Turn the compression settings off or set Bicubic Downsampling to 300 dpi for Color Images and Grayscale Images and 1200 dpi for Monochrome Images.

- Embed All Fonts *(do not use subsetting).*

- Leave Color Unchanged.

- Uncheck "Preserve OPI Comments".

MICROSOFT OFFICE

For Microsoft users, BEFORE CREATING YOUR WORD DOCUMENT, set the Adobe PDF printer as the DEFAULT printer. (This will prevent text reflow). Then, edit the Properties of the Adobe PDF printer. Right-click on your Adobe PDF printer and select Properties. Under the Device Settings tab, select Convert Gray Text to PostScript Gray <Yes>. This will prevent black text in Microsoft Office documents from being converted to RGB.

The rest of the PDF settings can be left at the default settings for Press or Best Optimized.

Just Too Busy?

Econoprint also offers a full-service Design Department. Let our talented staff of Graphic Designers create your next project without the hassle. Econoprint designers work hand-in-hand with our production departments. By letting Econoprint coordinate the entire project, you avoid costly adjustments that are caused by lack of communication between separate designers and printers.

EXPERIENCE

Take the worry out of your next project. Put your faith in the range and depth of our staff. **Econoprint has been the recipient of five *Graphics Excellence Awards* presented by the Printing Industries of Wisconsin.**

ACCOUNTABILITY

We take pride in the trust we earn from our customers. We earn that trust by meeting our commitments to our customers each and every time. We keep our promises and we keep you in touch and up-to-date.

VALUE

By working closely on production issues, our design team knows which design elements can give you the best finished piece possible, depending on your budget.

RELIABILITY

Like everything else at Econoprint, our design services are built around your deadline. Our systems are built to provide efficient and timely completion of your projects, saving you valuable time.

Three Ways to Send Your File to Econoprint

1 Email

Email your files to: Your Econoprint Service Representative

or

Send Process Color (CMYK) to: gtodi@msn.econoprint.com

Send Spot Color and Color Copying to: imaging@msn.econoprint.com

Send Black and White Copying to: copying@msn.econoprint.com

Be sure to include a job number in the subject line of your email. You can obtain a job number from your Econoprint Service Representative. Please provide a hard copy proof.

2 Disks

CDs are highly recommended. Econoprint would be happy to pick up your CD for free. Avoid using rewritable (RW) CDs. We also accept ZIP disks, flash drives, and DVDs.

3 FTP

As a service to our customers, Econoprint maintains an FTP site that allows anonymous uploads. This means that you can send us a print file at any time of day or night, without needing a username or password. (See text to right for specific instructions.)

WINDOWS 2000 AND XP WITH INTERNET EXPLORER 6

(1) Contact your Customer Service Representative to confirm your Econoprint job number. While this is not strictly necessary, it does make it easier for us to locate your project on our server, especially if you are working with us on several projects at once.

(2) Create a new folder on your desktop, and rename it to something descriptive, preferably containing your Econoprint job number.

(3) COPY all of your files (including fonts, graphics, and native files) into the folder you created.

(4) If you're a Windows XP user, right-click on the folder and choose "Send To Compressed (zipped) File" from the menu. If you're using a different version of Windows, or the Compressed (zipped) File option is not available, we highly recommend compressing the folder into a single file using software such as PKZip, WinZip, or DropZip. All of these compression utilities can be found at www.download.com.

(5) Type the following in your browser address bar and press Enter:

ftp://ftp.msn.econoprint.com/pub/inbox

Note the ftp:// at the beginning and the lack of a "www"!

(6) Drag your zipped file into the window. You should see a progress bar; once the progress bar is complete, your file is at Econoprint.

EARLIER VERSIONS OF WINDOWS AND INTERNET EXPLORER

If you are using an earlier version of Windows, or Internet Explorer 5.5 or earlier, the previous instructions may not work for you. As an alternative, you can use FTP tools such as WS_FTP, CuteFTP, or SmartFTP to connect to our server. The instructions on how to use these programs are part of the documentation that ships with them. You can obtain these programs by visiting www.download.com.

Follow steps (1) through (4) to gather your files. Then, start your chosen FTP client software.

You will need this information to connect to Econoprint:

ftp.msn.econoprint.com
Login: **anonymous**
Password: **Your Email Address**
Directories: **/pub/inbox**

Be sure you are set to place files in binary (sometimes called raw) mode. Using text or ASCII mode will corrupt your files.

Place your files into the "inbox" located in the "pub" folder. Your files will seem to disappear, but this is normal and is designed to protect your privacy.

ALL USERS

Contact Econoprint once you have placed the file on our site so that we can begin processing your work.

MACINTOSH USERS

There are a couple of software options for Mac users who want to submit files via ftp. Cyberduck is a free package available at http://cyberduck.ch/ or you can use Fetch, a commercial software package available at http://www.fetchsoftworks.com/.

The address for our FTP site is ftp.msn.econoprint.com. Your login name should be anonymous, and your password is your e-mail address. You can upload files to the pub/inbox directory. For Cyberduck users, simply enter "ftp.msn.econoprint.com" (no quotes) in the "Quick Connect" bar and navigate to the pub/inbox directory.

Contact Econoprint once you have placed the file on our site so that we can begin processing your work.

Still Confused? Contact our Preflight Department from 8:00 a.m. to 5:00 p.m. Monday–Friday at 608-845-2755.