

MGC PREPRESS INSTRUCTIONS

LAYOUT FILES

1. The main document (Quark, InDesign, PageMaker, etc.) should be clearly labeled.
2. The document should be built to the finished size.
Examples: A standard business card should be built on a 3.5 by 2 inch page. A standard No. 10 envelope should be 9.5 by 4.125 inches. If you are unsure, we can provide dies and guidance.
3. If the document has elements that run to the edge, please extend the bleeds to 1/8 inch past the page edge. Plan on a 1/4-inch safety for your important elements.
4. Remove unused elements, layouts and colors.
5. The color palette should match the inks. Examples:
A standard 4/(CMYK) job should have no spot colors (Pantones). A 2/C job should only use those two inks and no process colors.

FONTS

1. Getting the correct fonts is vital to the final appearance of your piece. There can be subtle differences between versions of the same font that will affect the appearance and the text flow.
2. In addition to fonts in the main layout, please include any fonts used within eps and/or other support files
3. Please make sure to collect all of the elements required for that font. Example: Postscript fonts usually have 2 elements (a "printer" and a "screen").
4. Check the fonts prior to sending them. The fonts should be of uniform format and from the same foundry.
Example Problem: Adobe makes a postscript Helvetica, there was a truetype variation on older MACs and OS X has a dfont variation that loads as a default. Only one version should be used throughout all the files.

BITMAPPED IMAGES

1. Color, grayscale and duotone images should be a minimum of 300 dpi.
2. Color images should be in CMYK. Avoid RGB.
3. TIFFs are preferred. Photoshop EPS files are acceptable. If unavoidable, JPEGs should be saved with minimal compression (highest quality setting)
4. Copydot (pure black and white) elements should be a minimum 800 dpi whenever possible.
5. Specialized images (DCS, Photoshop with spot channels etc.) should be clearly marked. They need to be processed

differently to maintain the additional information.

VECTOR ART

1. Please remove unused elements and colors from the files.
2. Older files should have the resolution set for 2400 dpi.
Example Illustrator 10 and below File Setup => Printing and Export => Output Resolution.
3. Set the raster settings at a minimum of 300 dpi
4. Transparency setting should be "hi-res"
5. Include any used fonts with the job or create outlines
6. Overprints can cause unexpected problems later. If you have any overprints set, please use the overprint preview before final file submission.

GATHERING FILES AND ELEMENTS.

1. In the main document, check the links and font usage to make sure everything is up-to-date and available.
2. Use the built-in routines (Collect for Output, Save for Service Provider, etc) to gather everything into a new folder. Include all fonts used in the Layout and support files.
3. Examine the new font and images folders for completeness.

PROOFS

1. Whenever possible, a hard copy proof of the final version is necessary. On larger items, a folding dummy can also prevent potential problems.
2. If everything is to be submitted digitally, create a PDF to use as a proof. Please check the pdf yourself. Use the overprint preview and the output preview to check the colors.

FORMATS

1. For hard element submission, burn that newly created folder along with the clearly labeled pdf proof onto a CD/DVD. Please label the disk with job and contact information. Example: GM Corvette Pocket Folder, from John Smith (310) 123-4567
2. Digital submissions, compress the entire folder along with the PDF proof. (StuffIt or Zip) Clearly label the newly compressed file with a shortened name. Ex: GM_Corvette_Job.zip
3. Notify your salesman or customer service representative when the prepared files are ready. they will start and coordinate the processing of your artwork.