



## Proper Document Construction: A responsibility shared by designers, file creators and printers

Before a job can be put into production, it goes through a process called Preflighting. During preflighting all parts of a job are reviewed, from document construction to font and graphic usage. The purpose is to find and alert the customer to potential problems before they result in project delays, cost increases and frustration.

### How to stop problems before they happen

#### Document Construction/Pre-Press Requirements

- The document size in your layout program must be the same as the final trimmed size. The document size is listed on your quote.
- All live matter must be kept a minimum of 1/4 inch from trim edges (3/8 inch for cold web). See bleed and trim example.
- All bleeds must extend 1/4 inch beyond trim edge. See bleed and trim example.
- Multi-page documents should be set up in sequential order, not reader's or printer's spreads.
- Panel sizes must be designed to fold correctly. Please call your Sales Rep if you are unsure of panel sizes.
- Do not use the "bold" or "italic" buttons from the style menu in your page layout program. CPC is not responsible for the final appearance if the style palette is used.
- All graphics should be placed in the document, not embedded. Do not use nested graphics (graphics within graphics).

### What to send and how to send it

#### Submitting Electronic Files

- Indicate if your job is Mac or PC platform based.
- Include laser proofs printed from the final version of the file which include crop marks and bleeds.
- Include a folding dummy or sample of the finished piece.
- Send **all** the files necessary for output including fonts, graphics and layouts. Check font usage and links palette before attempting to collect or package. Correct any problems. **Do not ignore warnings.**
- Send **only** the files necessary for output.
- If you had problems with your file, chances are we will too. Note these problems to avoid production delays.

### Acceptable Media and Software

#### Acceptable Media

We accept both Macintosh and Windows via the following media:

- CD-ROM, CD-R/RW, DVD (will not be returned unless requested)
- Iomega Zip - 100 or 250 MB disks
- USB & Firewire (IEEE-1394) Devices
- Email if total file size is less than 10 megabytes
- File transmittal via FTP (file transfer protocol)

*For FTP we will need to create a secure account for your use. Please contact your Sales Rep to set up your account.*

- Convert all RGB files to CMYK. CMYK art will appear different from RGB colors. CPC is not responsible for the final appearance of colors which have not been converted prior to submission of job.
- B&W files must be one color bitmap or grayscale.
- Acceptable file formats are .tif, .eps, .pdf and .jpg. Note that jpg files are low-resolution. Unacceptable formats will be converted at the hourly pre-press rate.
- Graphics/photos should have a resolution (dpi) of 300 dpi when placed at 100%. A photo's resolution changes when it is enlarged or reduced in a page layout program. This can result in poor quality or overly long processing times.
- Indicate if the job will print with varnish and/or spot colors. Use the exact same name for the spot colors in each design program used.
- Thin rules must be set to 1/4 point, not hairline or they will not appear on the printed piece, even if they show on a laser.

#### Submitting PDFs

**Native files must be set up according to our pre-press requirements. In addition:**

- Distill PDFs at the "Press Quality" setting.
- PDFs must be CMYK color mode (not RGB).
- PDFs must include crop marks and bleeds.
- Do NOT submit single page PDFs. Additional charges will result from the extra time required for processing and proofing individual pages.
- Include laser proofs printed from the final version of the file.
- PDF will print as it views.**

#### Supported Software

We accept final design jobs in both Macintosh and Windows in the following programs:

- Adobe Acrobat (PDF) - see "Submitting PDFs"
- Adobe InDesign
- Quark XPress

Additionally, we work with the following programs as supporting programs to the packages listed above:

- Adobe Photoshop
- Adobe Illustrator

*Use of unsupported programs may result in additional charges and delays. CPC cannot guarantee that such files can be made usable for processing and printing.*

This is an example document for a piece that has a final trim size of 8-3/8 x 10-7/8 (a standard web size).

*(Please note that if this document is printed on an 8-1/2 x 11 sheet, it will not measure properly as it will have been reduced to fit the page size.)*

Regardless of final size, all documents should have a minimum of 1/4 inch margin on all sides that are free of critical text and graphics.

The **pink area** represents that 1/4 inch area.

Any items that run into the **pink** shaded areas risk being cut into during the press cut-off and bindery processes.

Type, pictures and especially type descenders may not appear as expected when they are used in the **pink** area.

Any items that bleed should extend a minimum of 1/4 inch past the outside edge of the pink shaded areas as shown in **blue**.

**Proper Bleed Example**

**White Space Represents  
Maximum Usable Image Area  
7.875x10.375**

This is an example document for a cold web piece that has a final trim size of 8-3/8 x 10-7/8 (a standard web size).

*(Please note that if this document is printed on an 8-1/2 x 11 sheet, it will not measure properly as it will have been reduced to fit the page size.)*

Regardless of final size, all cold web documents should have a minimum of 3/8 inch margin on all sides that are free of critical text and graphics.

The **green area** represents that 3/8 inch area.

Any items that run into the **green** shaded areas risk being cut into during the press cut-off and bindery processes.

Type, pictures and especially type descenders may not appear as expected when they are used in the **green** area.

Any items that bleed should extend a minimum of 1/4 inch past the outside edge of the green shaded areas as shown in **blue**.

**White Space Represents  
Maximum Usable Image Area For Cold Web  
7.625x10.125**

**Proper Bleed  
Example**