



SPECIALTY PRESS



TOTAL PRINT SOLUTION

Trading as Specialty Press Sales Pty. Ltd.

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Digital File Specifications

Specialty Press prefer to use high resolution pdf's supplied using "Specialty Press special settings" as outlined below. Files supplied as pdf's will not be edited. If alterations are required, a new pdf will be needed to be supplied or forward the original artwork file, with all fonts and links for Specialty Press to make all changes. (See instructions for Indesign & Quark "Collect for Output").

Before sending in your digital files, please review the following specifications. If you are unsure about the specifications please do not hesitate to contact your Sales Representative prior to sending your file, if you run into difficulty, contact Specialty Press and a skilled operator from our pre-press department will step you through.

At the time of quotation Specialty Press assume the digital files to be supplied are correctly prepared and 100% ready to run. Additional charges may be incurred if corrections or amendments to the files are necessary.

MEDIA & FILE TRANSFER

Specialty Press accept files via DVD, CD, FTP or email. Large email and FTP should be compressed to minimise file size to reduce transfer times and avoid problems of data corruption. Please use Stuffit or Winzip compression software - (.zip) or self extracting (.sea). Maximum size for email attachments is 10Mb. FTP upload site can accept much larger sized files. If you have an FTP server, provide us with a user name and password and we will retrieve the files from your site.

Alternatively, if you are a PC user, you may choose to send files to our FTP server in our guest location. To access the FTP site, please type in the following address into your web browser:

Address: **<ftp://mail.specialtypress.com.au/>**

Click the FTP artwork link button and enter:

Username: **artwork**
Password: **prepress**

SOFTWARE

MAC

We accept most professional file formats including Indesign, QuarkXpress, Photoshop and Illustrator. We prefer the final output file to be constructed in Indesign or QuarkXpress. Our pre-press department operate Mac computers running OSX. PC files created from the above programs can also be accepted.

Illustrator files should be saved as .ai or .eps in CMYK colour mode.

Photoshop files should be saved as .psd or .tiff in CYMK or GREYSCALE colour mode.

Images saved in other formats such as .bmp, .jpeg, .pict and RGB or Lab colour mode will require file editing by Specialty Press to achieve expected results, which may incur additional charges.

PC

PC software including Word, Excel, PowerPoint and Publisher are designed for print to desktop office printers, and do not have the necessary colour and image handling capabilities to manage the file for professional print quality results. Digital files provided using these formats produce RGB documents, and often use JPEG low-resolution images. Many printing companies and all magazine publishers do not accept these files at all. To achieve expected results Specialty Press pre-press department is required to extensively edit the document, and therefore additional charges apply. Please advise us at the time of quotation if it is necessary for you to provide files in these formats.

Digital File Specifications (continued)

INTERNET REFERENCE MATERIAL AND DIGITAL PHOTOGRAPHY

It is important to note the quality of images sourced from the internet is very often inadequate for professional quality print and will result in pixelated, low-resolution images that lack detail.

If sourcing material from a Web Photo Library ensure images are downloaded at 300dpi at 100% size as they appear in the artwork. Note: Check copyright and if image is scaled up in artwork this will result in a loss in quality of the final reproduction.

Many digital cameras do not have sufficient resolution, and as a result, reproduce poorly. Always use the highest quality setting on the camera to achieve best results for print reproduction. Most digital photos will require editing to adjust colour balance, brightness, contrast and colour conversion (from RGB to CMYK).

QUICK CHECK SUMMARY

Specialty Press prefer **high-resolution PDF** which has been saved to the correct settings:

- Ensure that all files are clearly labelled so they are easily identifiable for Specialty Press
- Set Document Setup to the same size as the final trim.
- CMYK images only in the original document, (not RGB) scanned at minimum 300dpi at final size
- Colour usage in the original document should be checked. Any colours not required should be deleted and only those colours which need to be preserved as Spot remain in the colour display
- Crop marks
- 3mm bleed
- Image centred on the document page, in single pages
- Saved for Acrobat 5 or higher, with all editing capabilities preserved
- All fonts must be embedded.
- Colour and grayscale bitmap images to an average downloading sample of 400dpi
- Monochrome images to an average downloading sample of 1200dpi
- No security settings
- Provide a hard copy printed mock-up of the document for quality control purposes

If you are supplying artwork in **Original Digital Files** we need:

- Preferably Indesign CS3 (or lower), QuarkXpress 7.3 (or lower)
- Ensure that all files are clearly labelled so they are easily identifiable for Specialty Press
- Set Document Setup to the same size as the final trim.
- All scans in CMYK colour mode (minimum 300dpi at actual size) saved as .eps, .tiff or .psd
- All fonts used in document(s)
- All Links (logos, linework illustrations saved as outlines in Adobe Illustrator)
- Minimum 3mm bleed where applicable
- provide a hard copy printed mock-up of the document for quality control purposes

HARD COPY PROOF

It is beneficial to include a colour printout "hard copy mock-up" of your layout with your files. If you are emailing files, you may post the printout separately, or alternatively supply a pdf of the document that you have checked to be correct. Without a hard copy we cannot guarantee accurate reproduction of the image. Our operators and proof readers compare our results directly with the hard copy proof for quality control purposes. On occasion the digital file may contain Pantone colours which need to be preserved or converted to CMYK, where necessary please indicate all Pantone colours on the proof.

Digital File Specifications (continued)

COLOURS

All desired colours need to be specified. Do not use generic colours, such as “specialty press blue”. Convert all to CMYK colours, or use the Pantone selections from the software. Please check the colour usage in the original document, so that only those colours which are required as spot colours are preserved that way.

During offset printing, Specialty Press can utilise spot Colour Pantone Inks to achieve accurate colour matches. However during 4 colour process (CMYK) and digital printing EXACT COLOUR MATCHES ARE NOT ALWAYS POSSIBLE. Designers and production managers should refer to the Pantone Process Colour Imaging Guide, Solid to Process, to be sure of the closest equivalent to the specified colour desired.

LOGOS, LINE ART AND SCANS

Do not supply logos or other linework illustrations as bitmapped art or jpegs. Typographic logos and related images should be saved as outlines in .ai or .eps file format. Logos scanned as colour or grayscale images at 300dpi at actual size will achieve the minimum acceptable result, however the printed result will be “screened” giving a dotted final appearance rather than smooth lines. Higher resolution scanning, at 600dpi will improve the outcome. All scans of photographic images should be of a professional standard, with a minimum resolution of 300dpi at actual size. Alternatively, we can prepare the scans for use within your documents if you prefer. Art charges for adjustment and placement into your layout will apply. Please ask for this service at the time of quotation.

Do not save images in Photoshop with embedded profiles.

FONTS

ALL FONTS MUST BE SUPPLIED. Both printer and screen fonts must be included. Postscript fonts yield industry standard results. Avoid the use of TrueType fonts, convert these to outlines if used in the document. If providing a high-resolution PDF, ensure that all fonts are EMBEDDED.

When defining a font, use the actual font or bold, italic etc rather than choosing them from the applications styles. This can cause type to reflow, or the font not to print out at all.

FILE LAYOUT

Ensure that all files are clearly labelled so they are easily identifiable for Specialty Press.

Please provide digital files prepared to the actual final size. Otherwise, please ensure that the proportions of the supplied digital documents are to scale of the final required size and that the output size is clearly advised. Specialty Press pre-press department will impose the pages into appropriate book folds for our printing presses, therefore please supply documents as single pages (do not provide imposed page layouts).

Artwork must allow for any special finishing such as pockets, glue flaps, hole punching etc. and text should not extend across page spreads (unless it is the centre of the book). Where the image must extend to the extremity of the document a minimum of 3mm bleed is required.

All utilised image files (scans, logos, graphs etc.) that have been imported into a page layout program, must be included along with the page layout file. Save each layout as its own file, do not place two different layouts within the one document.

To ensure that editing is enabled, do not parse or embed image files into a layout file.

Delete any unused objects off the page and crop scans as much as possible to keep file sizes down.

Contact your Specialty Press Sales Representative for assistance - we are only too happy to help you obtain the best results from your files.

Phone: 02 6021 3366 or email: solution@specialtypress.com.au or visit our website www.specialtypress.com.au

