

# FILE SUBMISSION GUIDELINES



73 Buffalo St. • Canandaigua, NY 14424  
585.394.0770 • FAX 585.394.8786

Preparing digital files for printing is a complex process. It is far different than printing a file from your personal computer. Unless files are properly prepared, the results are unpredictable. This comprehensive guide will help you properly submit files to Adnet Printing. When documents are submitted correctly, it saves you time and money! Please read over the general requirements and then refer to the checklist for the specific layout program that you are using. If you are using Microsoft Publisher, please contact us for guidelines.

## SETTING UP YOUR FILE

We use two different presses to print documents. All publications require particular measurements, so please follow the guidelines below to ensure that your publication will be printed correctly. If you don't know which press will be used or do not see the document size you wish to print listed, please contact your sales representative. **If you are preparing a brochure, please contact the Creative Design Team so we can give you the correct sizes for each panel.** SHEETFED publications generally require a margin of .375 inches on all sides.

If your document is a...	Press	Document Size is (in inches):	Margins are (in inches):	Bleeds must be (in inches):
34" Full Tab	WEB	11.375 x 17	5/8 (.625) on all sides	cannot bleed
29" Tab	WEB	11.375 x 14.5	5/8 (.625) on all sides	cannot bleed
26" Tab	WEB	11.375 x 13	5/8 (.625) on all sides	cannot bleed
24" Tab (folds to legal size)	WEB	11.375 x 12	5/8 (.625) on all sides	cannot bleed
Half Tab	WEB	8.125 x 10.625	.5 on all sides	bleed must extend .5
Letter Size	SHEETFED	8.5 x 11	.375 on all sides	bleed must extend .25
Small Magazine Size	WEB	7 x 10	.5 on all sides	bleed must extend .5
Digest Size	WEB	6 x 10	.5 on all sides	bleed must extend .5
Large Postcard	SHEETFED	8.5 x 5.5	.375 on all sides	bleed must extend .25
Small Postcard	SHEETFED	6 x 4	.375 on all sides	bleed must extend .25
Business Card or Magnet	SHEETFED	2.5 x 3 (vert. or horiz.)	.125 on all sides	bleed must extend .125

## SOFTWARE ACCEPTED

**MACINTOSH:** QuarkXPress up to 7.3.1, PageMaker up to 7.0, InDesign up to 5.0.2 (CS3), Photoshop up to 10.0.1 (CS3), Illustrator up to 13.0.2 (CS3), Acrobat up to 8.1.2, Multi-Ad Creator up to 7.0, **Microsoft Word up to 8.0 is acceptable for text files ONLY**

**WINDOWS:** QuarkXPress up to 5.0, PageMaker up to 7.0, InDesign up to 2.0, Microsoft Publisher up to 2003, Corel Draw up to 9.0, **Microsoft Office 98 is acceptable for text files ONLY**

## ARTWORK/PHOTO REQUIREMENTS

Artwork requirements apply to any clip art, photograph, or other graphic element (except for lines or shapes created within your layout program) which appears in your document. These requirements are the same for all artwork/photos regardless of the layout program you use.

- We are happy to scan items for you. Please see the section titled "Submitting Materials for Designers to Work With" for requirements.
- Make sure that your image is high resolution.
  - Grayscale images must be 170 dpi – 300 dpi
  - Color images must be 170 dpi – 300 dpi
  - Bitmap or line art images must be at least 600 dpi
- Make sure that all color images are CMYK (not RGB). You can check images in Photoshop to confirm the color mode (Image>Mode>).
- Make sure that all black and white images are Grayscale (not RGB or Index). You can check images in Photoshop to confirm the color mode (Image>Mode>).
- Do NOT use graphic elements downloaded from the internet.** Unless you are downloading from a professional stock picture site, internet images are saved at 72 dpi. They look fine on your screen, but when they are printed they will be severely distorted.
- Save graphic elements as TIFF, EPS, or PSD files. TIFFs should be saved with no LZW compression. EPS files should be saved with Mac preview, Binary encoding, and no compression. If you are using InDesign, Photoshop files may be saved as PSD to preserve transparencies.
- Please remember that Photoshop, Illustrator and Freehand are meant for graphics, not page layout. Place all graphics into a layout program like InDesign, PageMaker, or Quark. Be sure to include these files separately on your disk.

## FONT REQUIREMENTS

While we have a large number of fonts, we don't necessarily have the exact ones you have used to create your document. Please collect all of the fonts you have used and place them on the disk.

- Do not "stylize" your fonts using your layout program. Many, but not all, fonts come with more than one typeface (bold, italic, etc.) For example if you want a headline to be a bold version of Times, do not make the font Times and then bold it using a button or menu in your program. Instead, use the Times Bold typeface. Fonts that are styled within your program do not print well.
- No matter what kind of file you are submitting, always supply all versions of the fonts used in the document. If you are concerned that you might miss one, you can copy your entire font folder to your disk.
- We prefer that you use Type 1 fonts in creating your file. These fonts include a screen and printing font, which means that they have fewer possible errors when we are printing your document.
- Some programs, including Illustrator and InDesign, allow you to turn your text into outlines (Create Outlines). If you know that no changes will need to be made to your text, please turn your text to outlines. This will eliminate many potential font problems.

## USING COLOR

It is very important to use color correctly when creating your document to avoid numerous problems during printing.

- If you are planning to use a "spot color" in your document (black plus one of our standard ink colors), you must designate items that you wish to appear in color using 100% cyan. During printing, we will replace the cyan with the ink color you have chosen. By using cyan instead of a CMYK color, you are creating just two separations instead of four. This is more cost effective for you and easier to work with in the printing process.
- If you are producing a four-color or process document, please do not use RGB color palettes or mode in your design program. Instead be sure to choose colors that are mixed using CMYK. In addition, make sure to designate these colors as process, not spot.
- In Quark, InDesign, and PageMaker there is a color placed automatically in the color palette called "Registration." Even though this color appears to be black, you should never use it in place of black. Something designated "Registration" will print on every color separation.

## SUBMITTING MATERIALS FOR DESIGNERS TO WORK WITH

We are happy to design your printed materials for you. **To save you money**, we suggest you prepare your materials as follows:

### **If you have access to a computer, type your own text and submit it on a disk.**

- If you are using Microsoft Word for Mac or Windows, save the file normally with the .doc extension on the end of the file name. **Do NOT embed graphics into your document.** The graphics cannot be extracted and used for printing if they are embedded in your Microsoft Word document. You can include the graphics separately on the disk.
- If you are using another word processing program, save the file as a plain text file with the .txt extension.

### **Photographs or artwork:**

- You can scan these yourself, using the guidelines under Artwork/Photo Requirements.
- You can submit these for scanning by the designers (we recommend this option).
  - Artwork should be the largest possible version and preferably the original art, not a photocopy. **DO NOT** write or draw on top of the artwork you are submitting. If you want us to make changes or additions, please indicate that with post-it notes or on a separate sheet of paper. We cannot eliminate pen/pencil marks on top of art!
  - Photographs should be the original negative, slide, or photograph. **DO NOT** print out digital photos on your inkjet or laser printer. These are of unacceptable quality for scanning and printing. (Digital photos should be put on a disk or E-mailed at the highest resolution possible.) **DO NOT** write or draw on top of a photo to indicate cropping. If you have particular cropping in mind, please indicate that in writing on a separate sheet of paper, or use a post-it note if you must (be aware that post-its can damage the photo and make it unusable for scanning!). At the time of your proof, you will have an opportunity to see the way the photo has been cropped and make changes. We suggest addressing cropping concerns at that time.
  - If you wish to have your artwork/photographs returned, please indicate this to your sales rep.

## QUESTIONS?

Please feel free to contact us with any questions as you prepare your materials or digital files.

### **Creative Design Team**

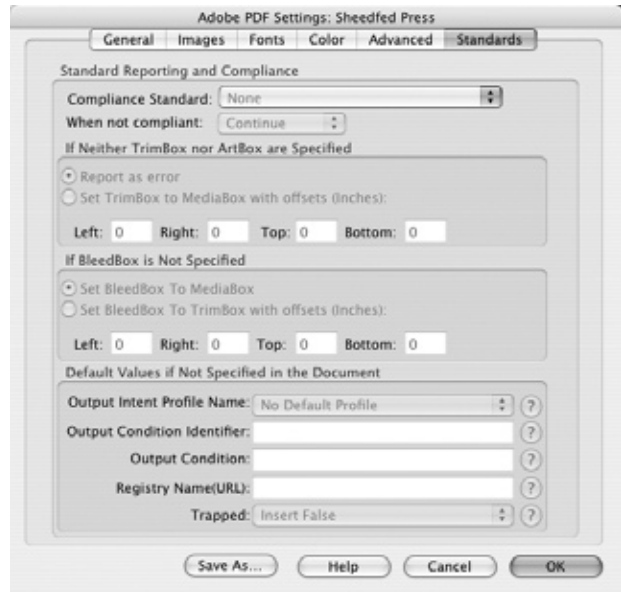
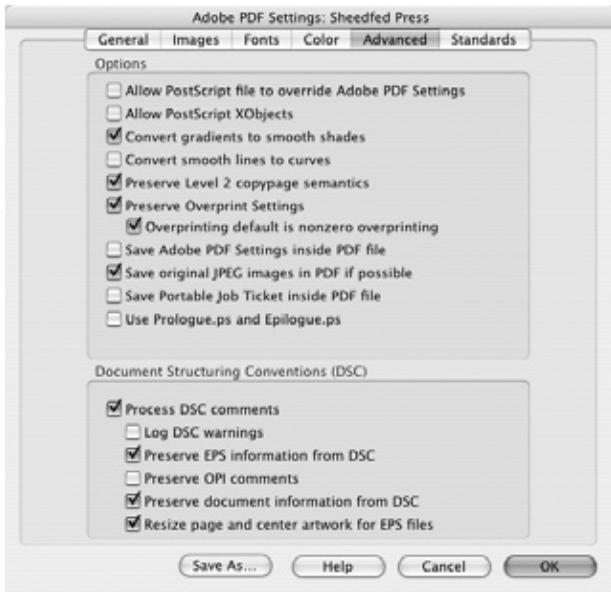
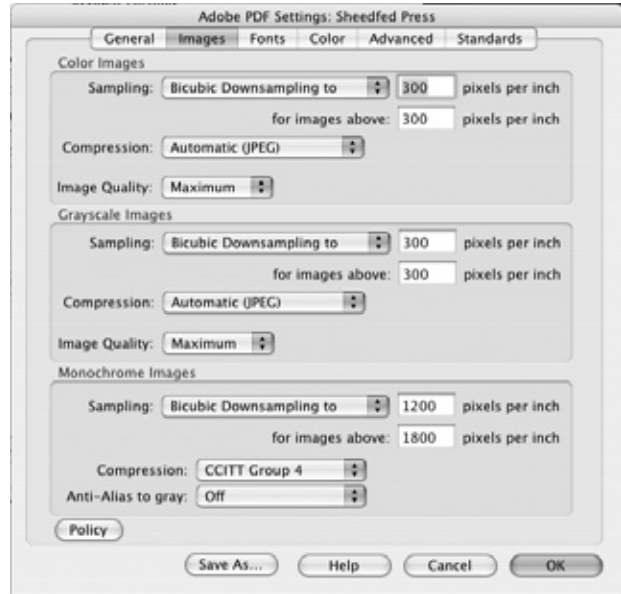
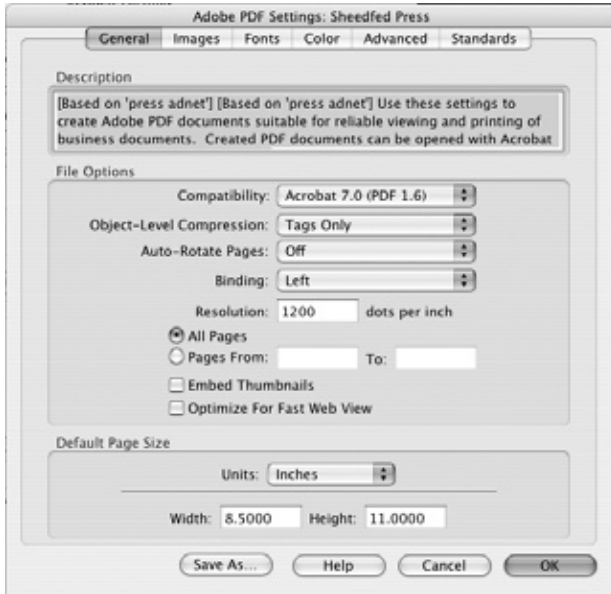
585.394.0770 x514

FAX 585.394.8786

E-MAIL [design@messengerpostmedia.com](mailto:design@messengerpostmedia.com)

# ADOBE® DISTILLER® SETTINGS

The following are the settings you should use create PDF files with Distiller® from Postscript or EPS files. These images are taken from Distiller® 8, so if you have a lower version, you may find that some options look different or are missing from your program. Please modify your settings accordingly or contact us if you aren't sure what settings to use instead.



# QUARKXPRESS™ FILES CHECKLIST

Versions Accepted: Mac QuarkXPress™ up to 7.31, Windows QuarkXPress™ up to 5.0

## Before you put your file on a disk:

- Spell check and edit the text of your document.
- Delete any stray, unused text or graphic boxes.
- Delete any elements on your pasteboard that are unused.
- Make sure that bleeds extend the appropriate amount past the edges of your page.
- Make sure all color artwork/photos are CMYK.
- Make sure all black and white artwork/photos are Grayscale.
- Make sure that all the artwork/photos are linked properly to the document. No artwork/photos should be embedded in the document. You can check the status of each graphic element under Utilities>Usage...
- Make a PDF file of your document.
  - QuarkXPress 4.1:
    - File>Print and use the following settings (unspecified settings should be left blank or unchecked):
    - Document Tab: Uncheck all boxes, leave registration and tiling off
    - Setup Tab: Printer Description – Acrobat Distiller, Paper Size – Put in the dimensions of your page, Page Positioning – Center
    - Output Tab: Composite – CMYK, Resolution – 600 dpi. Halftoning – Conventional, Frequency – 71 dpi, make sure Cyan, Magenta, Yellow and Black are checked
    - Options Tab: Output – Normal, Data – Binary, OPI – Include Images, check Full Resolution TIFF Output
    - Click on Page Setup at the bottom of the dialog box. In the Page Setup dialog, change the printer to Virtual Printer and the paper size to the proper setting for your document. Click OK.
    - Click on the Printer button on the bottom of the Quark dialog box. In the Printer dialog, change the printer to Virtual Printer, Destination: File, and click Save. Save your file (documentname.ps) and then click Print on the Quark dialog box. You have now created a PostScript file. See “Acrobat Distiller Settings” to make the PostScript into a PDF file.
  - QuarkXPress 5.0 for Windows / QuarkXPress 6.1 for Mac:
    - File>Export>Document as PDF..
    - In the save dialog choose a place to save the file, make sure the type is “.PDF” and pages are “ALL,” then click Options... and make sure you have the following settings (unspecified settings should be left blank or unchecked):
    - Hyperlinks Tab – uncheck “Include Hyperlinks”
    - Job Options Tab – click Override Distiller’s Font Options, click “Embed all fonts,” click Override Distiller’s Compression Options, Color images: Compression Auto ZIP/JPEG High, Downsample to 300 dpi, Grayscale images: Compression Auto ZIP/JPEG High, Downsample to 300 dpi, Monochrome Images: Compression CCITT Group 4, Downsample to 1200 dpi, check Compress Text and Line Art, uncheck ASCII Format
    - Output – Printer Description: Acrobat Distiller, Color Output: Type – Composite, Print Colors – CMYK, Bleed: Page Items Only
- Print out a paper copy of your document. Color pages should be printed in color. These will help us to ensure that your document matches the final printed product.

## Place the following items on your disk (CD, Zip, Jazz, Floppy):

- The QuarkXPress document (we call this the native file).
- Collect all the artwork/photos and fonts. You can do this manually or automatically, depending on the version of the program.

### MANUALLY:

- Create a folder with all the artwork/photos. You can find a list of all artwork/photos in your document under Utilities>Usage...>Pictures tab.
- Create a folder with all the fonts used in your document. You can find a list under Utilities>Usage...>Fonts tab

### AUTOMATICALLY:

- QuarkXPress 4.1 – Select File>Collect for Output... The program will automatically collect all the artwork/photo files for you. You can then place them in a folder on the disk. This version of Quark does NOT collect the fonts for you, so follow the manual instructions above.
- QuarkXPress 5.0 for Windows / QuarkXPress 6.1 for Mac – Select File>Collect for Output... Check all of the boxes within the Collect box (fonts, graphics, colors, etc.). The program will automatically collect all of these items and place them in folders for you. Place the resulting folders on the disk.
- Place the PDF file of the document on the disk.

## You can also E-mail your files to us, but you must still send a PRINTED COPY of your document.

- You may compress files when E-mailing.
- Make sure your subject line is the name of the job.
- E-mail to: design@messengerpostmedia.com