

FILE SUBMISSION GUIDELINES

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. Please note that with WEB printing, images generally print darker so it is important to adjust them accordingly. (An image or screen with dot gain of 30% becomes an image with dot gain of 60%.)

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
Half Tab Glossy Cover	SHEETFED	8.125 x 10.625	.375 on all sides	bleed must extend .25
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
Extra Large Postcard	SHEETFED	11 x 6	.375 on all sides	bleed must extend .25

SOFTWARE ACCEPTED

MACINTOSH: QuarkXPress up to 7.3.1, PageMaker up to 7.0, InDesign up to CS4, Photoshop up to CS4, Illustrator up to CS4, Acrobat up to 9, 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

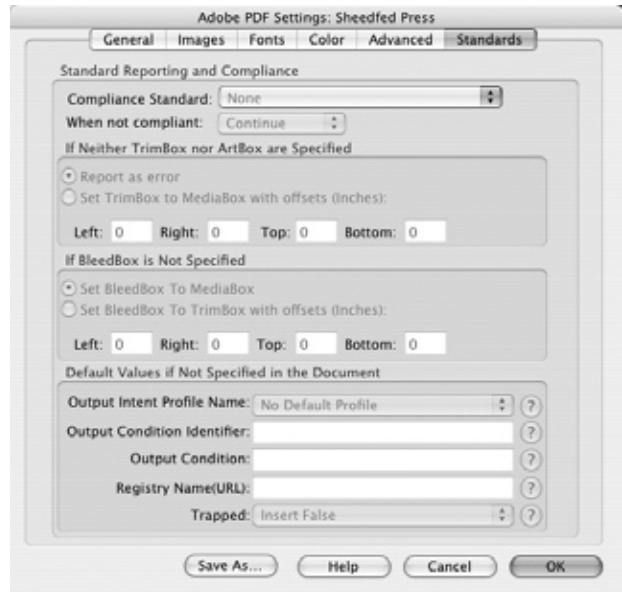
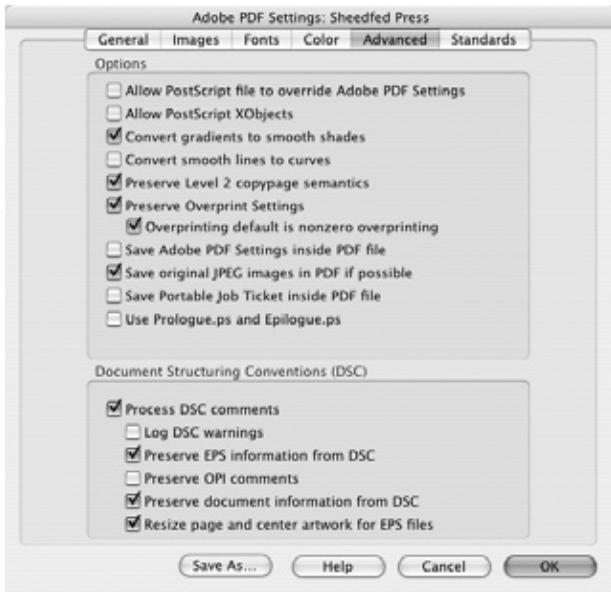
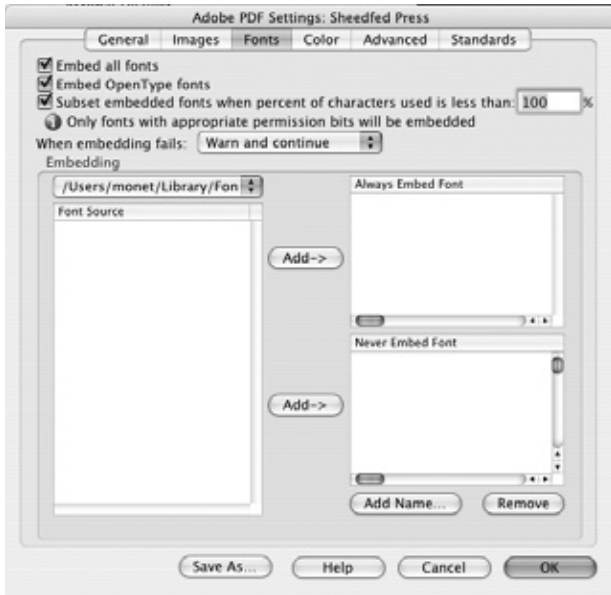
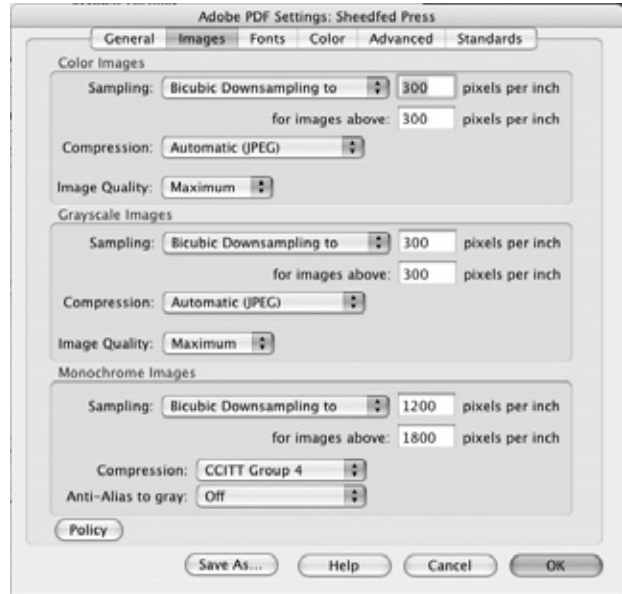
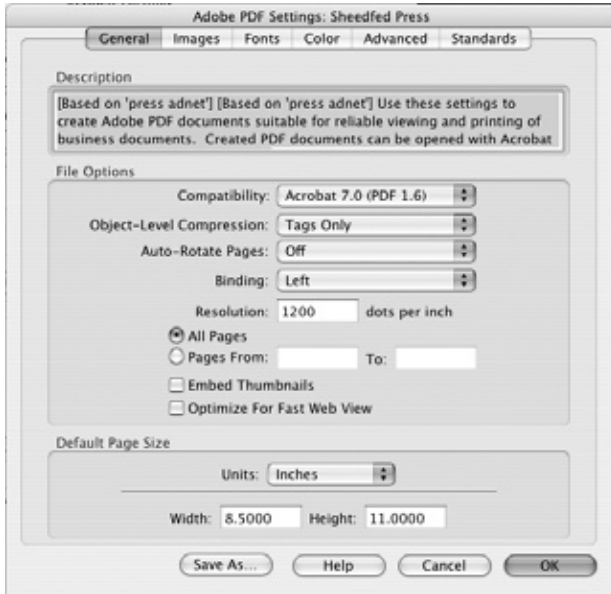
585.394.0770 x514

FAX 585.394.8786

E-MAIL design@messengerpostmedia.com

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.



ADOBE® PAGEMAKER® FILES CHECKLIST

Versions Accepted: Mac PageMaker® up to 7.0, Windows PageMaker® up to 7.0

Before you give us your files:

- 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 File>Links Manager...
- Make a PDF file of your document.
 - File>Export>Adobe PDF and use the following settings (unspecified settings should be left blank or unchecked):
 - General Tab: Style – Acrobat, press the Edit Job Options button and put in the following settings:
 - General Tab: Compatibility – Acrobat 4.0, uncheck Optimize for Fast Web View, change page size to the appropriate size for your document.
 - Compression Tab: Color Images & Grayscale Images – Bicubic downsampling 300dpi for images above 450dpi, Compression automatic, Quality high; Monochrome Images – Bicubic downsampling 1200dpi for images above 1800dpi, Compression automatic, Quality high; check Compress text and line art
 - Fonts Tab: check Embed all fonts
 - Color settings: Color Management Off
 - Advanced Tab: uncheck all
 - Click OK.
 - Document Info Tab: any information you want to include
 - Hyperlinks Tab: uncheck all
 - Articles/Hyperlinks uncheck all
 - Security Tab: uncheck all
- 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.

WHAT TO SEND

- The PageMaker 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 File>Links Manager...
- Create a folder with all the fonts used in your document.

AUTOMATICALLY:

- Select Utilities>Plug-ins>Save for Service Provider
 - Summary Tab: click Preflight pub and the program will run a check on your image links and fonts. If the program tells you that there are no problems, continue to the next step. However, if there are problems, click on the appropriate tab, fix the problem and re-run the preflight before continuing.
 - When the fonts and links are both deemed OK by the preflight, click “Package...” at the bottom of the dialog box.
 - On the Save dialog box: click Copy fonts – All, click “update links...” report type – Text Only (.txt). and click Save. The program will automatically collect all the artwork/photo and font files for you.
- Place the PDF file of the document on the disk.

HOW TO SEND YOUR FILES

You can provide your file to us in the following ways:

- **Upload using our website www.adnetdirect.net** - click file upload
- **Email.** Email files to design@messengerpostmedia.com. Please use your business/publication name as the subject line. Please provide all of your contact information in the body of the email. We strongly recommend compressing your files as .sit or .zip files when emailing to prevent corrupted files.
- **FTP site.** The site is <ftp://ftp.adnetdirect.net>. Ask your sales representative for a user name and password.
- **yousendit.com.** Although you may need to create a user name and password this is a completely free site. We are not affiliated with this business, but have found it to be very helpful to many of our customers. You will enter your email address and our email address (design@messengerpostmedia.com). Then, you can upload your file to the site. The site will then send us an email notifying us that we have files to download. We will download your files from the site. You can upload just one file at a time, so we recommend compressing your files into a .sit or .zip and uploading a couple of larger files rather than many smaller ones. If you use yousendit.com, please send us an email to request confirmation that we have received all of your files.
- **CD, Flash Drive/Jump Drive/USB Drive**