

# FILE PREPARATION GUIDELINES

## RHO - CMYK

All artwork should be submitted as high-resolution digital files on CD/DVD or transferred to our FTP site. Transparencies and flat artwork can be scanned for an additional charge.

**IMAGE PREPARATION:** Images should be saved as **CMYK** TIFF or EPS files at 100 - 150 dpi final size. For example, if a 10x10 InDesign document needs to be output at 400%, the placed image file needs to be 40x40 at 100 dpi or equivalent.

**PROGRAM SUPPORT:** InDesign up to CS4, Illustrator up to CS4, Photoshop up to CS4, and QuarkX-Press 7.

**FILENAME EXTENSION:** Ensure filenames are properly updated in all layouts. Please include appropriate extensions (for example, filename.eps, filename.qxd).

**LAYOUT ACCURACY:** Provide one accurate and fully updated color copy of each layout for proofing and placement checking purposes. If discrepancies exist between hard copy and supplied digital files, indicate and initial changes.

**COLOR MATCHING:** Include Pantone® numbers or their equivalents for all solid colors. For continuous tone images, provide a hard copy or a sample that is color accurate.

**BLEED:** Include .25" bleed on all jobs that require mounting or die cutting.

**FONTS:** Always supply all font suitcases, including both screen and printer fonts. Whenever possible, convert type to outlines.

**PC FILES:** Please follow these guidelines for file creation on a PC:

- Illustrator - convert text to outlines and save as an EPS file
- Photoshop - render text, do not use text layer files, and include all elements associated with the file (for example, vector graphics and image files)

**INDESIGN/QUARK:** When creating layouts in QuarkXPress, the maximum document width is 48". The maximum output size is 400%. If you are using InDesign, the maximum document width is 216", making it easier and more accurate to create large layouts at 100% size.

**ILLUSTRATOR:** When creating layouts in Illustrator, use a minimum document size of 25% of the final size. Include all linked images. Save files as AI format. Convert strokes to outlined paths on all vector artwork and text. **IMPORTANT - CONVERT ALL FONTS TO OUTLINE.**

**LOGOS:** For best results, supply all logos as VECTOR files from Illustrator, not as raster files such as PhotoShop EPS, JPEG, GIF, or TIFF.

**ADDITIONAL SERVICES:** Transparency scanning, layout, and retouching services are available. Check with your account representative for costs.



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