

## 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

*(If your files are already built and don't meet these requirements, contact your Sales Rep for possible options.)*

#### Document Construction/Pre-Press Requirements

- The document size in your layout program needs to be the same as the final trimmed size. The document size is listed on your quote.
- All critical text needs to be kept a minimum of 1/4 inch from trim edges. See bleed and trim example on reverse side.
- All bleeds need to extend 1/8 inch beyond trim edge; 1/4 inch is preferable. See bleed and trim example.
- Documents should be set up in sequential page order, not reader's or printer's spreads.
- Panel sizes need to 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 Quark file. CPC is not responsible for the final appearance if the style palette is used.
- All graphics should be placed in the document, not embedded.

- Convert all RGB files to CMYK. All non-CMYK graphics will be converted to CMYK during ripping. CPC is not responsible for the final appearance of colors which have not been converted prior to submission of job.
- B&W files need to be one color bitmap or grayscale.
- Acceptable file formats are .tif, .eps, .pdf and .jpg. 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.
- 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 need to be set to 1/4 point, not hairline, or they will not appear on the printed piece, even if they show up on a laser.

#### What to send and how to send it

#### Submitting PDFs

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

- Distill PDFs at the "Press Quality" setting.
- PDFs need to be CMYK color mode (not RGB).
- PDFs need to include .125 inch bleeds and **crop marks that are offset .125 inches. We prefer .25 inch bleeds and .25 inch crop mark offset.**
- Do not submit each page of the job as a separate PDF.
- PDFs will print as they view.**

#### Submitting Native Electronic Files

- If your piece has unusual folds, include a folded 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.**
- Zip or Stuff your folder before uploading to the FTP site.
- 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)
- USB & Firewire (IEEE-1394) Devices
- Email only if total file size is less than 10 megabytes
- File transmittal via FTP (file transfer protocol)
- Online submission via Kodak InSite

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

#### 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.*



**Please check out our website, [www.crescentprinting.com](http://www.crescentprinting.com) to find a complete listing of directions on how to make press quality pdfs out of a variety of programs.**

WE PREFER BLEEDS TO EXTEND 1/4 INCH BEYOND TRIM

BLEEDS TO EXTEND 1/8 INCH BEYOND THE TRIM EDGE OF THE FILE

NO COPY IN THIS 1/4 INCH AREA FOR ANY PRESS

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This is an example document for a piece that has a final trim size of 8.375 x 10.875 (a standard web size).  
The black line is the final trim.

*(Please note that if this document is printed on an 8.5 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 margin of .25 inches on all sides that is free of critical text and graphics.

The **green area** represents that .25 inch area.

Any items that run into the **green** shaded areas risk being cut into due to minor variations in printing and bindery processes.

Images, text, 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 .125 inches *beyond* the black trim line as shown in **blue**.

*(.125 inch is the minimum bleed amount; we prefer .25 inches)*

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WE PREFER BLEEDS TO EXTEND 1/4 INCH BEYOND TRIM

**Proper Bleed Example**

BLEEDS TO EXTEND 1/8 INCH BEYOND THE TRIM EDGE OF THE FILE

**White Space Represents  
Maximum Usable Image Area  
7.875 x 10.375**

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