

Prepress General Guidelines for Electronic Files

GUIDELINES FOR SUCCESSFUL OUTPUT OF ELECTRONIC FILES AT EDWARDS BROTHERS MALLOY

Edwards Brothers Malloy supports native application files for text and cover documents created with the most current version of Quark Xpress (6.5 or higher), PageMaker (PC only), and InDesign (CS2 or higher), plus PhotoShop, Illustrator, and Freehand for graphics.

We prefer to receive PDF files with application files submitted for backup (especially for color components). When *only* application files are supplied for text (no PDF files), there is generally an additional fee for us to save text pages to PDF.

All fonts used to build the document, including those used in graphics, should be submitted along with the native application files. Be sure to include both the screen and printer fonts. All graphics used to build the document should also be submitted with the native application files. Acceptable graphic file formats are TIFF and EPS. To prevent further image degradation, files such as PICT and JPEG should be converted to TIFF or EPS before importing them. RGB color images should be converted to CMYK.

Two color text documents should include only elements built using one or the other or both of the two colors—not RGB, CMYK, or additional Pantone colors.

When submitting files, copy onto the media or upload only what is needed for output (no older versions of files, etc.). Send your files on any of the following media: CD-R, CD, DVD-R, DVD-RAM, or post via our InSite portal. Note: binhexing or compressing is necessary when telecommunicating Mac files

We *require* that current edit, color proofs, or laser copies that you have output, reviewed, and approved accompany your native application files and we *recommend* the same for your PDF files submitted. We also request that a pagination sheet accompany PDF text files with front matter, main text, blank pages, etc. indicated.

The hard copy prepress proofs we provide for color components are Oris color managed inkjets. The hard copy prepress proofs we provide for one and two color text pages are lasers output from Prinergy ripped data. Soft proofs are also available and recommended when the primary function of the proof is to check for content and/or placement.

To digitize supplied as well as stored film, we are using our Eskofot, EskoScan 2636S flatbed CCD scanner. The Eskofot is a hi-res copy dot scanner. Digital “type” captured with our scanners is not “editable”. To reproduce CRC (hard copy), we digitize images using our Epson GT 3000 scanner. Four-color separations and hi-res black/white scans from continuous tone art are produced on our Microtek ScanMaker 9800 XL.

If you are a first time publisher, new to Edwards Brothers Malloy, or have an unusual project, we strongly recommend that we test a sample of your file well in advance of completing the final “print ready” PDF file.

