



PREPRESS CHECKLIST

Please Use the Following Checklist When Supplying Files to American Graphics

	Add 1/8" bleeds where necessary
	Convert RGB scans to CMYK or Grayscale
	Make sure any TIFF/EPS picture boxes have a background fill other than NONE (use white)
	Make sure all images are at high resolution (300 dpi at 100% for photos, 1200 dpi at 100% for line art)
	Include all associated graphic files
	Include all screen and printer fonts
	Convert fonts in EPS files to outline or include both screen and printer fonts
	Provide composite laser proofs
	Provide laser color separations to proof color breaks
	Indicate on laser proofs any FPO (For Position Only) artwork
	Spot Color: Delete any unused spot colors from page layout color palette
	4/Color Printing: Convert Pantone or RGB colors to CMYK
	Spell-check document
	Supply original layered Photoshop files for all built Photoshop EPS files
	Supply and Mark any previously printed cards or collateral pieces that we may have to match for color`

Comments / Special instructions: _____

If you have questions or concerns when preparing your art file please call American Graphics ,Pre-Press Dept. at (928) 680-3841 and we'll be happy to assist you.

insures consistent, predictable results
helps reduce delays and additional charges

Fonts

The single biggest reason why files do not produce expected results is: FONTS!!! According to some national estimates, bad or missing fonts account for 82% of all delays and additional charges. To print your job properly, you must send us the fonts you used in your layout. We do have a large font library but we may not have the exact one you used in your job. Since there are many versions of the same fonts sold by different vendors, your font may not match our font of the same name.

Stylized Fonts: (Don't Use Period)

Some programs allow you to apply styles (italic, bold, bold-italic) to a plain font to approximate the real font variant. Do not use this option! A stylized font will in many instances be replaced by the plain variant when RIPed. American Graphics will not be held responsible if this happens. Use the font variant that is the style you want, not the plain variant with an applied style. For instance, use the HelveticaBold font instead of the HelveticaBook font styled Bold.

Missing Fonts

Take close look at your files to find out what fonts you need to send. Remember that enclosed EPS files also need fonts to properly render. Jobs with missing fonts will be delayed until you are contacted and either approve a substitution or can send the fonts to us. If substitution causes text reflow, we will not be held responsible. Remember, PostScript fonts have two files, a screen font and a printer font. Both are required.

Trapping

Process vs. Spot Color

You must specify all colors to print with the proper inks. If your print job calls for black ink and a PMS, that PMS color cannot be electronically defined as using process inks. The same applies to process jobs, the colors cannot be defined as spot inks. Most applications allow both spot and process color definition.

4 Color & Grayscale

Image resolution is usually expressed in terms of Dots Per Inch (DPI). The DPI of a given image is one of the key factors in determining the final output size of the image and how well the image will reproduce. The DPI also affects the size of an image in terms of megabytes (Mb) and thus how the image

will be stored, transported and output. Therefore, you should scan to produce the final size needed, at the proper resolution (**300DPI**). Submit all color files in CMYK color. When converting a file from RGB to CMYK, you may notice a slight change in the image color. If you must submit a file in RGB mode, we will convert it to CMYK for you, but you should be aware that some colors may shift in hue or desaturate.

Line-Art (Bitmapped)

Line-art scans should be done at a higher resolution such as 1200 DPI. They need this higher resolution to reproduce well and to define clean edges. Line-art should be scanned at the highest optical resolution your scanner is capable of, not the interpolated resolution.

Gathering Your Files

Be certain you have sent all the files needed to run your job. There are a number of automated methods to gather your files. However, don't skip using our checklist on the work order to be sure the automated methods do not miss something we need. Use these functions to save to a new folder so that no unnecessary files end up in the final folder.

1. QuarkXPress has "Collect For Output" that will collect all the files and prepare a report.
2. PageMaker has an option in the save command that will copy "Files for Remote Printing". To generate a report showing font listings, PageMaker has an Addition (v.5.x) or a Plug-In (v6.x) that will display "Pub Info". These functions do not collect fonts. Use the reports to help gather the necessary fonts. Be careful with nested graphics. If you have a PhotoShop file placed in Illustrator then saved as an EPS file and placed in a layout program, the fonts used in Illustrator will not be included, nor listed in the layout programs report. The PhotoShop graphic will only be included if the option "include placed graphics" is checked when saved.

Hard Copy

The importance of submitting a final proof or printed sample cannot be overstressed. If we have no proof to match, we will have to print the job on the assumption that it has rendered identically on our system and yours. If this is not the case, we cannot be held responsible. If you do provide a proof, we will check our pre-press proof against it thoroughly for any differences.

E-mail File Transfer Instructions

PDF File Preparation(for print ready files only)

When preparing PDF files for submission to American Graphics, please create them with Acrobat Distiller (do not use PDF writer or "Save As" as a PDF). Please use American Graphics Distiller Settings. Doing so will insure proper embedding of fonts and images, and also the print resolution will be optimized. you can Download our PDF Settings from our FTP Site stated Below

First of all, please use FTP if the total of all your files is more than 1 megabyte. Email servers will *sometimes* relay emails larger than 1MB but often times the message (and binary attachment) will be truncated, lost or bounced back to the sender if it is 1MB or more. Yes, we know it's worked for you before..... What we're saying is that we want your files to get here quickly and without any problems; and after a considerable amount of experience with this we've found that email is OK if it's less than 1MB. Anything more is a great candidate for FTP, or file transfer protocol. FTP will get it here quicker because it's more efficient and has a much better chance of getting across intact.

FTP File Transfer Instructions

FTP (File Transfer Protocol) is the fastest way to send large files over the internet directly from your computer to ours. Follow the instructions to insure a successful transfer.

Create a text file named readme.txt with your name, phone number, company name and our job number, and any special instructions we might need to output your job correctly, and include it with your other files.

Take all the files for the job, including all fonts used in the layout file and included artwork, and put them in a single folder whose name is your Express Color Printing job number or your company name.

Compress the folder as a .zip file using Winzip or PK Zip if it's a Windows platform file. Use Stuffit on the Macintosh platform and BinHex encode the file so that your file will retain its resource fork and arrive happily with its icons intact.

Log into our FTP server with an FTP program such as Fetch or Anarchie for Mac or Cute FTP for pc and upload the file. FTP into <ftp://agfiles:amgraph@files152.cyberlynk.net> as **agfiles** and use **amgraph** as the password, or click the link below to log in with your browser. You can drag your files onto your browser window to upload the files. If your files are extremely large you may want to compress them into several archives such as 1458-1.sit.hqx, 1458-2.sit.hqx, etc. Sometimes it is easier to successfully upload 3 25MB files than it is to upload a single 75MB file.

PC

Browser (Download & Upload) : <ftp://agfiles:amgraph@files152.cyberlynk.net>

MAC

Browser (For Download only): <ftp://agfiles:amgraph@files152.cyberlynk.net>

Must use FTP software to upload, to upload use settings below

Host: files152.cyberlynk.net

User: agfiles

Password: amgraph

FTP Software can be downloaded from www.download.com or use the link below (for OSX)

MAC Fetch: http://www.download.com/FTP/3150-2151_4-0.html?tag=nav_dir

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