

VALLEY PRINTERS
DIGITAL PRE-PRESS PROCEDURES AND REQUIRMENTS

This document describes procedures for electronically producing pages for processing and imaging.

I. INTRODUCTION

This document provides you (our client) with guidelines regarding Valley Printers' requirements for printing from content transferred on digital files. Specifically, this document explains Valley Printers' requirements and procedures regarding the format and contents of the files, the mode of transfer of the files, scheduling deadlines and communicating with Valley Printers regarding your files. Although these guidelines try to be thorough, it is not and can not be all-inclusive. For example, it does not try to explain how to create your .PDF files, which would require a manual. In addition, we are aware that each client is different. Accordingly, there is no substitute for good communication, and we will work with you to ensure a smooth process for getting your printing needs met.

Useful information may also be found in the digital pre-press section of our website www.valleyprinters.net.

Although many issues are addressed in detail below, a few key points are worth summarizing here. The successful use of digital files to print your publication absolutely requires the following:

- (1) Communicate directly with your account executive at Valley Printers (not Valley Printers' electronic pre-press department) regarding the format and content of your digital files, the mode of transfer of your files, scheduling (including setting an absolute deadline for your delivery of "press ready" digital files) and any concerns or other issues regarding your digital files. Your account executive will arrange time for you to discuss digital file issues with the electronic pre-press department.
- (2) **Perform a "pre-flight" of your digital files** so that you are sure they are **correct and complete before transferring them to Valley Printers**. **Do not include any unnecessary files when submitting your files**. Do not transfer your files to Valley Printers expecting that there will be time to correct and alter your files.
- (3) We accept "press ready" .PDF or .PS files. If time permits, and based on a mutually agreeable deadline schedule, Valley Printers may accept your files in certain computer applications listed below (i.e., Quark, PageMaker, etc). Files in these formats, however, are not "plate ready" and require Valley Printers to manipulate the files. Accordingly, Valley Printers charges "system time" (\$90/hour, subject to change) for turning these files into "press ready" .PDF or .PS files.
- (4) Sign-off on a proof created by Valley Printers from your digital files so that you and we can be sure that digital files correctly reflect your publication before it goes to press.
- (5) Determine your live image area and the bleed that you need to provide us according to the Valley Printers' guidelines based on trim size of your publication. (See "Page Layout" Section below.)

II. COMMUNICATING WITH VALLEY PRINTERS AND ARRANGING DEADLINES

You need to communicate directly with your Valley Printers account executive regarding the details of your job. Specifically, at the outset, you must mutually agree on the following issues affecting your digital files:

- The format of your digital files (i.e., .PDF, Quark, etc.)
- How the files will be transferred (i.e., disk or T-1 line, etc.).
- Deadlines for delivery of “press ready” digital files. (If you have concerns or questions regarding your files, contact your Valley Printers account executive to schedule a time when you can address those concerns or questions with our pre-press department. This should be done well in advance of your job’s scheduled press time).
- Deadlines for delivery of a proof from Valley Printers to you for your review and approval.
- Deadlines for return of your signed proof to Valley Printers.
- Deadlines for delivery of “press ready” digital files, with your corrections.

YOUR PRIMARY CONTACT WITH VALLEY PRINTERS MUST BE YOUR VALLEY PRINTERS ACCOUNT EXECUTIVE: Valley Printers’ electronic pre-press department is happy to work with you regarding your digital files. Indeed, we are aware that many technical issues will have to be worked out directly between your production personnel and Valley Printers’ pre-press department. However, all communications between you and Valley Printers regarding your digital files must first go through your Valley Printers’ account executive. This will ensure that your account executive and the Valley Printers production department is fully apprised of the status of your job, and that any issues affecting your job will be dealt with in an efficient and timely fashion.

III. TRANSFER OF DIGITAL FILES

Your digital files may be delivered to Valley Printers by disk or by electronic transfer. Regardless of the mode you use to transfer your files, it is crucial that you:

- PERFORM A PREFLIGHT OF YOUR FILES.
- Include all necessary files (including fonts) to output your job, and
- Do not include any unnecessary files when submitting your files.

A. DISKS/CDS FOR FILE TRANSFER

Valley Printers supports the following media types:
Zip 100MB, 250MB; Jaz 2 GB; CD/DVD, USB Drives, Flash Drives, and Firewire Drives.

IMPORTANT:

- Check the integrity of removable media by using Norton Disk Doctor or similar product after copying files.
- Provide a printout of the contents of each disk, and highlight files to be output.

B. ELECTRONIC FILE TRANSMISSION

Valley Printers is able to accept files via electronic transfer using the following methods:

- Internet – Valley Printers' internet connection is over a T1 line. Contact us about setting up a private password protected account on our ftp server. **This method is the most efficient and timely way to deliver the digital files to Valley Printers.** See the digital pre-press section of our website at www.valleyprinters.net for a sample of how to transfer files.
- Email – Send files as attachments to prepress@valleyprinters.net. Valley Printers' email gateway will not accept files larger than 15 megabytes.

IMPORTANT:

- All internet transfers must be preceded by a phone call or fax to your account executive notifying Valley Printers of the transfer followed by a confirmation when transmission is complete.
- Sending graphics files over the Internet can present special problems related to file formats and file encoding. Files transferred in .pdf format need no special attention. However, raw native files, images and fonts need to be compressed using a stuff or zip utility before sending. Be sure you understand these issues before depending on electronic transfers in a deadline situation.

C. FORMAT

1. General

Unless otherwise discussed with Valley Printers, Valley Printers requires digital files in “press ready” .PDF or .PS format. However, .PDF is preferable because we can make a variety of corrections to the document if needed. If you provide .PS files and a correction is needed, you would have to resubmit the file.

If time permits and based on a mutually agreeable deadline schedule, Valley Printers will accept the files in certain computer applications listed below (i.e., Quark, PageMaker, etc). Files in these formats are not “press ready” and require Valley Printers to manipulate the files. Accordingly, Valley Printers charges “system time” for turning these files into “press ready” .PDF or .PS files.

2. .PDF or .PS Files

As stated above, Valley Printers requires digital files in “plate ready” .PDF for .PS format. Valley Printers is willing to assist you in learning how to create .PDF or .PS files.

3. Non-.PDF and Non-.PS Files

If time permits and based on a mutually agreeable deadline schedule, Valley Printers may accept the files in the following computer programs:

<u>Software</u>	<u>Macintosh Version #</u>	<u>WindowsVersion #</u>
Adobe Acrobat	7.0/9.0	7.0/9.0
Adobe Illustrator	10/CSI/CSII/CSIII	9.0
Adobe InDesign	1.5/CSI/CSII/CSIII	N/A
Adobe PhotoShop	7.0/CSI/CSII/CSIII	7.0
Macromedia Freehand	9.0	N/A
Adobe PageMaker	6.5/7.0	6.5/7.0
Quark Express	4.1/6.5/7.3	4.1/6.5

***Operating systems as of this printing are Mac OS 9.2 and Mac OS X (Tiger). Windows XP.
Imposition software Creo Preps 4.1.2/5.2 Prinergy 4.02

The specific guidelines that must be followed when submitting files utilizing these programs is discussed in the **Section V** of this document.

IV. GENERATING AND REVIEWING A PROOF

The purchase and approval of a proof created by Valley Printers ensures the proper plate preparation and printing of a given job. For a job that is output from digital files, a proof generated by Valley Printers is necessary. Without a proof created by Valley Printers and reviewed by the client, Valley Printers cannot be held liable for any errors that occur during plate-making or printing of the client's publication that could have been prevented if the client had reviewed a proof created by Valley Printers before the job went to press.

In those cases where the client chooses not to review a proof created by Valley Printers (tight printing deadlines for certain daily and weekly jobs make client review of a proof created by Valley Printers impractical), a proof created by the client is absolutely necessary because it will give Valley Printers a standard against which to check the job. (However, this type of proof does not place the burden on Valley Printers to catch errors, and cannot substitute for a proof created by Valley Printers which can be checked by the client). Note that proofs that are not actual size should be labeled as such.

V. SPECIFICATIONS REGARDING THE FORMAT AND CONTENT OF DIGITAL FILES

A. GENERAL GUIDELINES

- PERFORM A PRE-FLIGHT OF YOUR FILES to ensure that they are error free. This may involve purchasing additional software such as Pitstop or Flight Check. If you are providing .pdf files you now have the ability to preflight them in Acrobat 7.0/8.0/9.0 professional. Pre-fighting files consists of checking to ensure all fonts are embedded, all images are the proper color and resolution, page size is right and color spaces are correct for offset printing. Files containing errors can cause additional time to prepare and correct, which will cause you to incur additional charges, and in many instances may cause your print job to be printed incorrectly.
- For any files that are provided in .PDF or .PS format, a separate easily identifiable file must be created for each page of the publication. The file name should contain the page number and whether color is contained in the file. For example, if page 1 contains color (not just black), the file should be named: "Page 01 color".
- Only the files needed to complete the designated task should be transferred. Do not include any unnecessary files.
- Native page files should be placed in a folder that is named to easily identify the page and its position in your publication. Any images that are required to complete the page should be placed in a separate folder "Images" within the page folder.
- All fonts used must be supplied in a separate folder, labeled "Fonts".

- Provide a printout of the contents of each disk, and highlight files to be output.
- Be sure that any .EPS or supplied .PDF files being used do not have any missing fonts. Check with your submitting source and verify that it is correct or run a pre-flight on the file.
- PDFs are also a cause for problems when fonts are not embedded; they contain the incorrect color space information or have been distilled incorrectly. Again, run a pre-flight to ensure all is well with the file being submitted.

B. PAGE LAYOUT

- All documents must be built to final trim size as single pages.
- The page size of the file should be the same size as the unfolded, trimmed, printed piece.
- If there is folding involved, check with your Valley Printers account executive to make sure the panels are sized correctly.
- **Live image area (except for bleeds) must be centered within the document as you intend your page to appear after final trim.**
- **All bleeds must be extended at least ¼ inch beyond the document's edge on all four sides. Keep all live matter at least 3/8 inch from trim.**
- For 4-color process printing, all color elements **must be specified as CMYK values**. Pantone color values must be set to separate to CMYK values if the actual pantone ink is not being used. You should double-check your color usage to make sure that you have no extra color separations beyond the four process colors.
- Blends should not be created in your page layout program. Blends can be created in Adobe Illustrator and then imported to your page. Remember that if your blend needs to be rotated you should apply the rotation in Adobe Illustrator.
- Build double-trucks (crossover spreads) as true spreads in your page layout application. Do not build spreads on a single page that has been made to be as wide as the final spread.
- Application crop marks must be turned on and the offset should be set to 24 points (this attribute can be applied in your preferences dialog box).
- See the digital pre-press section of our website www.valleyprinters.net for a sample of the page layout.

C. Required Contents for Non-.PDF and Non-.PS Files

As stated above, if time permits and based on a mutually agreeable deadline schedule, Valley Printers may accept the files in the programs listed above.

The following guidelines must be followed when submitting files utilizing those programs:

1. Images

- Color images intended for process printing must be **saved as CMYK**. For process color separations, all custom colors and color scans must be defined in CMYK -- not RGB.
- Black and white images should be saved as Grayscale.
- If you are going to be supplying scanned halftone images (color or Grayscale), the rule of thumb that we follow is 2 dpi for every lpi in final output. For example, if an image is to be printed at 150 lpi then the scanned image should be 300 dpi at its final size.
- Many Pantone colors converted to their CMYK equivalents look different than the original Pantone inks. When choosing custom colors, please use a book that shows actual CMYK ink swatches.
- For spot color separations, make sure that the same colors defined in different programs all have the exact same names. For example, if you create a spot color in Freehand called "Pantone 104 CVC" and then place that EPS file in Quark Express where the color is called "Pantone104 CV" the colors will print on two separate plates. It is a good idea to print spot color separations to your laser printer to check color call-outs before you send the file to us.
- Best results will be achieved if images are rotated, flopped, or skewed in an image manipulation program such as Photoshop, instead of your page layout program.
- Do not use any form of compression (e.g., JPEG, LZW) on any of your images.
- All "linked" or "placed" graphics should be supplied. If you are using an EPS file created in Macromedia Freehand, the original Freehand file should also be supplied.
- We recommend using only TIFF, JPG, or EPS type files for placement in page layout programs. Avoid PICT and Windows Metafile graphics.

2. Fonts

- All fonts used by you **must be PostScript fonts** (usually called "Type 1" fonts) and must be licensed to the client. Fonts used other than PostScript Type 1 fonts should be tested with Valley Printers prior to use. **Valley Printers discourages the use of TrueType fonts, which have caused numerous problems and are therefore used at the client's own risk.**

- Avoid using composite fonts. If necessary convert these fonts to outlines.
- Fonts should not be stylized in your page layout program. Use the font containing the desired attribute. If the desired font is not available, a different font must be chosen.
- All fonts used by you must be supplied to Valley Printers in a separate folder labeled “fonts”. For Macintosh, the PostScript Type 1 font file and the screen font file must be provided. For the PC platform, “PFBs” and “PFMs” must be supplied for every font used.
- An additional charge will be incurred if Valley Printers has to manipulate the files for fonts missing and/or fonts not supplied in the font folder.
- All fonts used in .EPS files must be converted to outlines.

3. Trapping

- Valley Printers assumes no responsibility for trapping supplied electronic files unless prior arrangements have been made.
- Desired trapping must be applied in the page layout program.
- The typical trap recommendation is .144 pt. However, your publication may require further consideration depending on the product and the press used.
- Small and thin black text should be set to overprint.
- Be careful when setting black to overprint in instances where you have reverse boxes printing in black. You may want to trap these to avoid overlapping areas of other colors and photos.

D. Special Concerns Regarding InDesign Users

The InDesign application has certain design issues in relation to the RIP. When the InDesign PDF's are going through the RIP, certain problems have been encountered. Unfortunately, the PDF might appear okay on your end, but has a problem after it goes through the RIP. To avoid problems, please follow these guidelines:

- (1) On a CMYK flat, do not “designate” any colors as “spot”. All colors must be in CMYK model.
- (2) Check your work for overprinting in InDesign. Use the “overprint preview” feature to view how they should print.
- (3) There have been situations when an attempt to knock out color from solid black has not worked after going through the RIP. To avoid this issue change your 100% black to 99% black.

(4) Keep pdf version set to 1.3.

(5) Set all fonts from InDesign to fully embed. Don't subset fonts.

E. FILE COMPRESSION

The requirements for File Compression will change depending on the file transfer options you elect to use. We support compression and archive utility "Stuffit", and the PC Zip protocol.

- **REMOVABLE MEDIA:** Compression is optional for transfers utilizing removable media. (not necessary).
- **INTERNET (FTP):** Compression is mandatory when transferring application files, fonts and images over the Internet. If supplying press ready .PDFs compression is not necessary.