

There are a few simple steps you can take to be sure that the file you see on-screen will print as the book or magazine you've imagined. This list is designed to help you steer clear of problems that can be extremely time-consuming to correct.

Overprints: Try to avoid setting items to overprint in your native application files, since this information can be carried into the PDF with unexpected results — such as text that's very hard to read, or white text that disappears completely on a colored background. Before submitting your files, be sure to review the PDFs with Overprint Preview turned on in Acrobat.

Bleed: We require a minimum of .125" bleed, although larger bleeds are fine. All PDFs must be centered with equal bleed margins on all sides.

Color:

- ▶ Never use any color space other than CMYK.
- ▶ B/W images should be in grayscale and contain no cyan, magenta or yellow when separated.
- ▶ Spot color should not be used in projects that print CMYK.

Crop marks: We do not require crop marks on supplied PDFs. If you do include crop marks, but make sure they (as well as any color bars or registration marks) are at least .25" outside the trim so as to not interfere with any marks added during pagination.

Image area: All images and text that do not bleed should be kept at least .1875" inside trim to allow for machine variance.

Page setup: All pages should be submitted in single-page format (no spreads), at the same size as trim plus bleed.

Image resolution:

- ▶ Color and grayscale images should be at least 300 dpi.
- ▶ Line-art images should be at least 1200 dpi.

Lines/rules: These should never be thinner than 0.5 point. "Hairline" rules should never be used.

Rich black: We recommend the following recipe: 25% cyan, 100% black. Never use "Registration" for rich black.

Text:

- ▶ Rich black or 4-color black should never be used for text.
- ▶ Text printing in a single process color should be no smaller than 4 point.
- ▶ Text printing in 2 or more process colors should be at least 6 point.
- ▶ Small type and fine serifs should not be used for reversed text.

Total ink coverage: It is best to keep the total ink at 300% or less, using GCR with medium Black Generation.

Trap: Please turn off any trap settings in your native application.

Please call or email John Stewart, prepress preflight technician, if you have any questions or need information on submitting test files. He can be reached at 740.658.4015 or jstewart@freeportpress.com.

Our People. Our Technology. Making Great Impressions.