



# NWC

design | data | print | mail

## Prepress File Submission Specifications

### Benefits to using preferred formats:

- Faster processing
- Less potential for error
- Lower cost

### Preferred Formats & Applications:

- PDF...our preferred file format! We use a .pdf workflow in conjunction with our computer-to-plate system. Please create high-resolution .pdf files with fonts and graphics embedded, without OPI activated. Please do not subset fonts. If the project bleeds, please include 1/8" bleeds on ALL FOUR SIDES EVEN IF THE PROJECT DOES NOT BLEED ON ALL FOUR SIDES. Crop marks and color bars are not necessary.
- QuarkXPress 7.0 or older
- Adobe Illustrator CS3 and older
- Adobe PhotoShop CS3 and older
- Adobe InDesign CS3 and older
- Adobe PageMaker 6.5 and older files can be accepted but will be converted to InDesign. This will require prepress time and is a chargeable service.

### Other Formats:

Acceptable for digital print, but not usually for offset. The setup and conversion of these formats may add to the time and cost of the project. Since these are not our preferred file formats, we may not have the latest version of some applications, and we may not be able to open your file.

- Microsoft Publisher
- Microsoft Powerpoint
- Corel Draw, Paint
- Word Perfect
- Microsoft Word
- Microsoft Excel

### How to submit your files:

- 3.5" floppy disk
- CD
- DVD
- Email
- FTP Site

A user name and password will be set up for you.

### Other things to keep in mind when preparing files to submit:

- Photos/logos/graphics should not be embedded into native files, but should be supplied as separate files.
- Photos should be converted to CMYK and we prefer that .jpgs be converted to .tif files. Layered .psd files should be merged/flattened before importing them into a page layout application.
- When submitting a file in its native application (ie: Quark XPress, InDesign) all support files (logos, photos, graphics) must be included as well as all fonts used.
- Support files must be 300 dpi or higher for color/grayscale photos and 800 dpi or higher for line art. We prefer logos in a vector-based .eps format (such as Adobe Illustrator). All fonts used in Illustrator (or similar application) should be converted to outlines.
- Low resolution art (ie: 72 DPI, art from the internet, some pictures from digital cameras, etc), will look poor when used for offset and large format printing.
- Hardcopy or reference .pdf should accompany every incoming job. A dummy should be supplied to show scores, folds, pagination, bleeds, etc.