

2008 Preflight Checklist / Artwork Requirements

design templates are available at www.admoreonline.com

Preflight Checklist

PAGE LAYOUT:

- Use proper item template. Size and layout must be correct for item ordered.
- Send files in their native application. (Use accepted programs in list at right.)
- Save final artwork in program format (editable) **not as PDF or PostScript.**
- Define PMS colors as **spot** in graphic & page layout programs.

FONTS:

- Include printer & screen fonts.
- Use actual font from list – **not styles or attributes.**
- Convert all **type** in Illustrator to outlines.
- Use a minimum of .25 rule weight. Do not use “hairline” rules.

COLOR ISSUES:

- Four color process, large black areas: add 40% cyan to 100% black. Do not use 100% of all four process colors.
- Save graphic files in **.EPS** or **.TIFF** format. Do not use PICT, JPEG, or GIF.
- Process graphics **must be in CMYK – NOT RGB.**

IMAGE CONSIDERATIONS:

- Include embedded or linked images.
- Photo image resolution: 300 dpi for grayscale & CMYK images. **No 72 dpi web images.**
- Line art / logo scan resolution: 1200 dpi for bitmap line art.
- Clipping paths should be created in Photoshop. Clip into image one full pixel.
- Place all scans / images at 100% or smaller; do not enlarge scans / images in layout.
- Rotate, scale and crop all images before placing on page.
- Proofread your files. Test print your files; including separations. **We are not responsible for errors in supplied files.** There are additional charges to correct or alter files.

SENDING YOUR FILES:

- Include your P.O. # and job name in the subject line so we can match it to your order.
- Send a .PDF file of the project to be used as a hard copy.
- Compress files with Stuffit (MAC) or WinZip (PC) before sending.

EMAIL For files smaller than 5MB:

admore_prepress@ennis.com (Michigan)
anaheim_prepress@ennis.com (California)

FTP For larger files up to 200 MB:

Go to: www.admoreonline.com
Click: ART HELP link on our home page
Choose: FTP upload

*CD / DVD media can be sent to our street address.

Michigan 24707 Wood Court • Macomb, MI 48042-5378 • 800.525.6673 • fax 800.215.2664
California 200 E. Cerritos Ave. • Anaheim, CA 92805 • 800.338.5525 • fax 800.378.5525

WHAT TO DO

Catalog items MUST be set up using the design template for the item ordered.

Download templates from:

www.admoreonline.com

Acceptable Programs:

- QuarkXPress
- InDesign
- Illustrator
- Photoshop

Our system is Mac OSX based. We also accept PC files for programs listed above, and CorelDraw.

Do Not Send:

- Any Microsoft Program (including Publisher, Powerpoint, Word)
- PageMaker files can be problematic. Use an alternative program.

Send ALL parts of file:

- document / layout file(s)
- fonts (screen & printer)
- graphics (embedded & linked images)
- .tif photos / scans
- .eps files

Printing – Artwork Note:

- Spot colors for PMS printing
- CMYK for process printing
- Do not use RGB

Foil Stamp and Emboss – Artwork Note:

- Supply as vector (outline /.EPS) art
- Convert all type to outlines
- Avoid fine-line, intricate detail & screens.

Hard copy for verification of file output:

- submit lasers (fax or mail) or send .PDF