

Preparing an electronic file for McAdams Graphics, Inc.

The following information has been developed to ensure the consistent and accurate processing of your job. Any file not meeting these requirements may result in delaying and/or additional charges.

Platform/CtP

McAdams Graphics Inc. (MGI) is a Macintosh based prepress shop. However, we will accept certain PC files. If you have a PC document, please talk to our prepress department first.

We are using the Nexus workflow from EskoArtwork to rip and trap files. This system allows us to hold the file integrity of our customer's jobs from proofs to plates.

Software

- QuarkXpress
- Adobe PageMaker
- Adobe InDesign
- Adobe Acrobat
- Adobe Illustrator
- Adobe Photoshop
- MacroMedia FreeHand

PDF Files

There are many ways to generate a proper PDF file for printing, but the following is what we ask our customers to do when creating a PDF file for us.

1. PDF files must be composite High Quality Print.
2. Embed all fonts used within the document.
3. Keep compression for all color/grayscale images above 300 ppi.
4. Keep compression for all monochrome and Bitmap images above 600 ppi.
5. All PDF files must be centered within the document and have crop marks.
6. Keep all bleeds to at least .125" or more.

If you are not sure how to create a PDF file or would like further information on other applications, please contact our pre-press department and we will be more than happy to assist you.

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Page Layout

McAdams Graphics accepts QuarkXpress, PageMaker, InDesign and FreeHand documents. Please contact our prepress department *first* if you are using other page layout programs that you would like us to print.

Creating a Document

We *do not* recommend that our customers create a document within another document. Example: Creating a 4”x 6” card inside an 8.5”x 11” document. If the finished card is 4”x 6”, then create a 4”x 6” document and build your card within that dimension. Keeping the document size the same as the finished piece will eliminate potential text re-flow. This is also applied when creating a booklet. However, it must be created with printer spreads or single pages. If any additional trims are needed for bindery purposes, such as head trim, foot trim, face trim or grind off, we will add them to the file at no additional charge.

Line and Bleed

Do not use any pre-defined hairline rule width when creating a line in any application. This also includes all lines created in Illustrator and Photoshop. We recommend using a minimum width of .25 points or larger. We will not be responsible for any missing hairline rules when a job is printed.

McAdams Graphics uses a .125” bleed as a standard for all jobs. Therefore, bleeds must be extended past all trims by at least this amount or more.

Colors Used

Delete all unused spot colors and do not use the standard Red, Green and Blue colors from the color palette. We also recommend that you convert all spot colors to process if the document is going to print in process colors. Please notice that the same number Pantone colors that have different suffixes, such as CVU and CVC, will not print as one color. *Most Pantone colors that are imported from Illustrator or Photoshop have different suffixes than in QuarkXpress.* Please provide separations for each file and a color proof whenever possible. *(The best way to see if your file will print correctly with the colors as desired is to print separations or check Separations Preview).*

Common Files *(Files that share common plates on press)*

Create a master or a main file with the correct dimensions that contains all common text and images. Whenever possible lock all images and text in position to prevent them from moving. Once all common elements are in place, use that file to create the other versions or lots. This process can be done easily by using layers in QuarkXpress 6.0 and up or in InDesign CS and up. Using layers to create common files is the easiest and safest way to insure that your files are common once the job hits our presses.

Overprinting and Trapping

Unless you specify not to, MGI will handle all trapping and overprinting on all page layout documents and PDF files. This includes art and documents created from Illustrator, FreeHand, Quark EPS, or PageMaker EPS. *We even prefer to have our customers turn off trapping in all page layout documents completely and let us do the trapping on our Nexus System.*

Notice: DO NOT assign overprinting to any reverse (White) type in any document or art.

Fonts

You need to send in both screen and printer fonts used in your document and graphics files, including the embedded art files. There are two types of fonts:

1. **Postscript fonts** are the most reliable fonts for printing because they have a printer and a screen font.
2. **True Type fonts** contain screen and printer fonts as one element and are commonly used with PCs. It can also work for Apple, however it is not as stable as the Postscript fonts.

We suggest that our customers use FlightCheck to collect all images and fonts used in QuarkXpress, PageMaker and InDesign documents. However, FlightCheck still will not collect all fonts that were used in Quark EPS, PageMaker EPS, PDF, Illustrator and Photoshop properly. Fonts that were used in these files or others must be collected manually. Licensing restricts us from copying a font from a previous job or any other jobs; therefore, all fonts must be included with every job or the job will be delayed.

Stylized Fonts

Page layout programs such as QuarkXpress and PageMaker will allow you to apply a stylized Bold (**B**) and/or Italicized (*I*) to highlighted text using the Measurement Palette. This method allows you to create a font that doesn't exist. It doesn't have a printer font to support that particular stylization once you output it to a hi-resolution device. We recommend that our customers use the menu selection to select fonts for **Bold** and *Italic (Oblique)* since it is the most reliable method of changing text to Bold and/or Italic.

McAdams Graphics will not be responsible nor guarantee any stylized font that does not output correctly to our platesetter.

Artwork

Send along all placed and linked artwork including embedded art files for every page layout document. Missing support files will delay your job and may result in an additional charge. The following file formats are the most common files that import into a page layout program:

- Encapsulated PostScript (EPS)
- Tagged-Image File Format (TIFF)
- Desktop Color Separations (DCS)

Adobe Illustrator Files

All files placed in or created from Illustrator cannot contain any RGB images or RGB Preview because these files will not convert into process colors correctly. All Illustrator files must be saved as EPS files before importing into any page layout program. We recommend that all text used in Illustrator be converted into **Outlines** to eliminate the potential of missing fonts. *Notice that text converted into outlines cannot be edited.* Otherwise, all fonts used must be included with the file (Printer and screen fonts).

Adobe Photoshop Files

Files must be saved as EPS or TIFF coming from Photoshop. If a Photoshop file needs a clipping path, it should be an EPS file to assure that the clipping path will work properly. We discourage our customers from using Quark clipping paths for any Photoshop images.

All Photoshop files should be CMYK, grayscale or in bitmap mode in order for it to correctly convert for printing. Additional charges may result if we have to convert any file into the printable color mode.

Resolution

McAdams Graphics scans our grayscale and four-color images at 300 pixels per inch. Line art scans are done between 600-1200 pixels per inch. Any line art that has resolutions below 600 ppi will appear slightly jagged.

Color

There are five types of Photoshop mode files that we recommend our customer to use:

1. Bitmap – consists of black and white dots without a variation of gray.
2. Grayscale – black and white image with variations of gray.
3. Process color (CMYK) cyan, magenta, yellow, and black.
4. Monotone, Duotone, Tritone, Quadtone – built from a grayscale image and can be one, two, three or four spot colors to make up the file.
5. Multichannel – use when combining spot color(s) to an image.

Scan

McAdams Graphics has the ability to scan line art, black and white halftones, and four-color images.

Should you choose to do your own scanning, you must keep the following requirements in mind:

- Scan halftones and four-color images at 300 ppi with a 2-5% highlight dot, 35-45% mid tone dot and 85-95% shadow dot for best results.
- Scan all line art at 600 ppi or higher, depending on the nature of the image.

Resizing Image

Scans or picture images can be reduced in any page layout program and still retain the resolution. However, enlarging an image will result in a lower resolution. For example, if an image that has 300 ppi is enlarged to 200%, the resolution will be reduced to 150 ppi. This process will result in loss of sharpness and detail of the image.

Press Gain and Total Ink Density

Press Gain:

When printing any image onto paper, dot gain has to be taken into consideration. When printing on uncoated stock such as, hi-bulk paper there can be dot gains up to 20%; printing on coated stock such as 70 lb. gloss can gain up to 15%. Therefore, the tone must be adjusted accordingly to the type of stock that it will be printed on. This step has to be considered when building a document that uses screens and images (Black and white halftones and 4 color images).

Total Ink Density:

The total ink density is called the D-Max. It is the percentage of ink that is printed on the dark shadow area of a four-colored process image. MGI recommends the following total ink density:

- *Uncoated paper 240%-260% at 133 lines per inch
- *Matte paper 260%-280% at 150 lines per inch
- *Coated (Gloss) paper 280%-300% 175 lines per inch

Proofs

McAdams Graphics can provide you with a soft or hard proof. Soft proofs will be a PDF document and can be read with Acrobat Reader from any platform. This type of soft proof is for viewing only and sometimes it is not as sharp. Hard proofs will be an Epson 9800 and a Canon color laser proof. Both proofs are continuous tone proofing. The Epson 9800 proof is a contrast proof and is based on the ICC profiles that we have created to simulate dot gain on our presses. This proof will simulate how a job will look once it gets on the press. The Canon proof is a color laser proof only and not for color match. It is only used as a content and representation of how a finished piece will look. *Customers can provide their own color proofs for press match; however, we do not recommend it due to dot gain on our presses.*

File Storage

McAdams Graphics archives all electronic files and will store them for later use. If a job does not repeat after a year, we have the right to discard any file from our server and storage. Please let us know if you want us to store your printed job for a longer period of time. Any questions or concerns, please contact your sales representative at McAdams Graphics Inc, directly.