



**IF YOU ARE PROVIDING PRINT RESOLUTION BITMAPS RATHER THAN HAVING US SCAN THEM FOR YOU, FOR BEST RESULTS, PLEASE USE THESE GUIDELINES:**

- Scan the image at the appropriate dimension for your document. An 8 x 10 original image being used in a 4 x 6 space need not be scanned at 100%.
- Do not enlarge the scanned image beyond 120% when placing it in your document.
- Try to follow the 2 to 1 rule. The resolution should be two times the line screen. For example, 150lpi x 2 = 300dpi.
- Bitmaps for process color separation need to be CMYK EPS or CMYK TIFF files.
- Do not use compression methods (i.e. LZW or JPEG) on placed images for output.
- Avoid using RGB images whenever possible.

**WHEN CREATING DOCUMENTS TO SEND TO US FOR OUTPUT, PLEASE ENSURE THAT:**

- The document dimensions are correct.
- No lines or anchored rules are thinner than .2 points.
- All images are correctly positioned.
- Avoid rotating images in layout software (i.e. Quark XPress, Adobe PageMaker). Instead rotate high-resolution images in photo manipulation software (i.e. Adobe PhotoShop).
- Vector Graphics (EPS files from Illustrator, FreeHand, CorelDRAW!) do not have excessive points and long paths have been split.
- Logos and graphics created in programs like Illustrator and FreeHand have the type converted to paths.
- The status of all imported pictures or links is "ok."
- You have used only fonts that you intended to use.
- You have attempted not to use TrueType and Postscript fonts in the same document.
- All unused colors have been deleted.
- The pasteboards surrounding all pages are empty.
- Bleeds have been extended at least 1/8" beyond the actual document dimensions.
- Blends are not longer than 7". As a general rule due to Postscript constraints, banding will occur in blends longer than 7".
- Process Separation has been designated for all process color builds.
- If you are using Adobe PageMaker, do not embed graphic files when placing in document.
- Colors defined in Adobe Illustrator or other applications should be consistent - CVC, CV, etc.
- All documents have been laser proofed for the following:
  - Typographical errors
  - Trapping and overprinting (if you are doing trapping in-house for your files)
  - Correct separation of all elements

**BEFORE SENDING FILES TO US, PLEASE MAKE SURE THAT YOU HAVE INCLUDED:**

- All printer and screen fonts required to print the document.
- All EPS and/or TIFF files.
- All required Quark XTensions.
- All original application files.
- Final laser prints of all document pages, including separations if applicable.
- Laser output of the directory of files.
- Names of all files to output.
- Page ranges to output for each document.