

Southern Colour Print Prepress Specifications – ADVERTISING MATERIAL

Southern Colour Print operates a fully computerised prepress environment. We prefer digital files to be submitted as Mac format, however, we have the facility to work with PC files and applications.

The following is a guideline for submitting digital files for prepress production work to produce printing plates for ADVERTISING:

Print Ready Advertising Copy

Our file format of choice is high res PDF. Our page layout programme of choice is inDesign. We accept all Pagemaker files, whether Macintosh or PC. We also accept Quark and Freehand files.

Work done in any Microsoft or other page layout programmes can cause problems, so we prefer our clients **not** to submit work done in these formats. If there is no alternative, please contact us to discuss your requirements and to discuss the best way to supply these files.

Acrobat Specifications

Please produce Hi Res pdf's using the press setting in Acrobat Distiller with crop marks and bleeds turned on. We do not want page information, targets or colour bars turned on.

Scanned Images

Scanned images should be CMYK, Grayscale, or BMP saved as either a High quality JPEG, TIFF or EPS. Minimum resolution for most work should be 250 - 300 dpi at the finished size.

Always supply the original material or hard copy proofs, where possible, as a reference for colour matching.

Graphics

We prefer Adobe Illustrator files but Adobe Freehand files are also acceptable. Many other applications such as CorelDraw or Microsoft etc are problematic so please contact us to discuss your requirements.

Media

We prefer to receive standard CD-ROMS, Zip and DVD disks. Files less than 30 Megs can also be emailed to us at prepress@scolour.co.nz

Checklist

- Where possible use "Collect for Output" or "Service Provider" function in applications.
- Please embed or include all the fonts you use on your disk (please check that both screen and printer fonts are included). Southern Colour Print will use your fonts for your work only, and they will be deleted from our computers once your job is completed.
- If not supplying PDF, please put any scanned images used in your work on the disk.
- A correct final printout of your work is required. We use this to verify that what we receive on disk is what you intend us to use. This can be faxed if necessary.
- We will assume that any prepress work such as trapping of graphics and inclusion of cropping marks and registration marks has been done. Please inform us if you have **not** already carried out this work.
- Please ensure colours are correctly specified, ie, the same type of special colours are used in graphics and page layout programmes, and colours are correctly defined as process or spot and **not** RGB.

If you have any queries, please do not hesitate to contact the Digital Prepress Department, as your work will progress quickly and smoothly if any computer problems are dealt with before we receive your work rather than as we process it.

If that's too much detail ... The Abridged Version

Print Process - 4 Colour Process, Offset.

File formats – hi Res Pdf preferred. inDesign, illustrator, Freehand and Quark also acceptable. Mac or PC are both acceptable.

All Pdf copy must be supplied with suitable hard copy proofing materials if colour matching is required. Please ensure fonts are embedded and any colours or images are CMYK . Images must also be at least 300dpi at 100% finished (printed) size.

If copy is supplied in formats other than pdf, please ensure all links and fonts are supplied.