



55 Years of Printing Excellence!

PREPRESS GUIDELINES

We have put together some basic guidelines below that should help with questions regarding your artwork. If you still have questions please call our Prepress department at 1-800-395-2468.

SUPPORTED FILE FORMATS

ADOBE PHOTOSHOP: Minimum image resolution at full size should be 150 PPI (Pixels Per Inch) or greater. CMYK or RGB color space.

ADOBE ILLUSTRATOR: Preferred formats are .EPS or .AI with embedded images and fonts converted to outlines.

ADOBE INDESIGN: Include all fonts and linked files. Please save in native format of .INDD and a copy exported to .IDML format.

PDF: In our workflow PDFs are processed for print production using Adobe Illustrator or Adobe Photoshop, we choose the best option based on file contents/complexity of art.

OTHER FILE FORMATS: We can also accept Corel Draw X3 files. We do not accept the following file formats: Microsoft Publisher, FlexiSign, Quark, CAD.

FILE REQUIREMENTS & INCLUDES

COLOR SPACE: If specifying spot colors use Pantone+ Solid Coated color book. If specifying CMKY colors use Pantone+ CMYK Coated color book.

IMAGE BLEEDS: Bleed is extra color that extends beyond the final size of your print. In order to ensure ink coverage is edge to edge on your print, we ask that you send your files with a minimum of 0.25" bleed around perimeter of your design.

FONTS: When you add text to your file it is important that the text be Outlined/Converted to Art before you send to us. If the text isn't outlined, font substitution may occur when we open the file. Sending Font files along with your art files is acceptable.

LINKED IMAGES: When you place an image into a program like Illustrator or InDesign, that image is not stored in the file itself. Instead, the program Links to the location where the image is stored on your computer. When you save the document, the image is not being saved with it. When you submit files to us, please Embed your Linked Images. Sending Linked Images along with your art files is acceptable.

SCALED FILES: If submitting files that are not the same as finish size dimensions please let us know scale factor: 1/4 Scale, 1/2 Scale, etc. Or alternately, let us know enlargement factor: 200% of File Size, 400% of File Size, etc.

POCKETS AND HEMS: Extra material at the edge of the print is turned over and stitched according to the project specifications. It is important that nothing crucial (text elements and logo art) falls in the Pocket/Hem areas. Background images and non-essential design elements may fall within the Pocket/Hem areas.

CUT PATHS: If your project is cut to shape, we ask that you supply us with a Cut Path. A Cut Path is a vector shape that allows our cutter to read and match up with registration marks. A simple one pixel stroke on the shape is needed, and preferably placed on a separate layer named "Cut Path".

IMAGE RESOLUTION TECHNICAL TERMINOLOGY

- **PPI = Pixels Per Inch**
The number of pixels per inch in screen/scanner file terms.
- **DPI = Dots Per Inch**
Units used to measure the resolution of a printer.
- **LPI = Lines Per Inch**
Used in Lithography/Offset Printing: Refers to Dots/Lines Per Inch in a Halftone or Line Screen, not used in digital print production.

PREPRESS/DESIGN CHARGES

We require Print Ready files to ensure the best possible reproduction of your furnished art. We offer one hour of complimentary design in our Prepress department to allow for minor corrections to your furnished files. If additional time is required we will always quote that in advance, our rate is \$65.00 per hour.

FILE TRANSFERS TO ZANE WILLIAMS

Current Media Formats: CD, DVD, Blue-Ray, Flash Drive.

Files 25MB or smaller can be emailed.

FTP (Requires dedicated FTP app/program)

Host: <ftp.zanewilliams.com>

Username: artwork

Password: online

Secure WWW Interface

upload.zanewilliams.com

Upload files up to 40 MB using Public Folder

Upload files up to 2 GB with a FREE User Account

Cloud Services

Share art files with us via: [Dropbox](#), [Hightail](#), [Box](#), [MEGA](#), Microsoft Office 365, Google, [We Transfer](#), or other Cloud Service.