

# Guidelines for File Preparation

## Page Layout

- Build your page layout document as single pages at the final trim size of the printed piece. Any elements requiring bleed should be extended at least 1/8 inch past the document edge.
- Please do not create custom-sized pages on a larger page size or build pages as printer's spreads.
- Critical content should be kept 1/4 inch from the page edges.
- If you are creating a design that spans multiple pages (gatefolds, roll folds, maps, etc.) it may be preferable to build it as a single page or spread. Please discuss this in advance with your customer service representative, as you will need specific dimensions for each of the pages that folds into the final piece.
- Crossing over a spine with type or important images is not recommended, as they may not butt up accurately when bound.
- If you are producing a perfect bound product, crossovers between the inside front cover and first text page and the inside back cover and last text page require special consideration for a hinge-score and side glue knockout, where 1/4 inch of live area will be lost on the spine side of these pages. Please discuss this in advance with customer service.

## Graphics and Colors

- When supplying native files, make sure to provide all linked graphics and fonts. Adobe InDesign and QuarkXPress have a built-in function that will copy the document and all necessary fonts into a specified folder.
- Images placed in your document should be in bitmap, grayscale, CMYK, or duotone mode, with a resolution in dots per inch (DPI) that is two times greater than the screen ruling in lines per inch (LPI). For example, provide 300 DPI for images printing at a line screen of 150 LPI.
- When converting RGB to CMYK, you can use the Photoshop settings for North America Prepress 2. If you want greater color accuracy when producing CMYK separations, Journal Graphics can supply a Photoshop Color Settings file which uses the GRACoL 2006 CMYK profile used by our contract color proofers. Please contact your customer service representative if you are interested.
- Unless your job prints with spot colors, make sure to convert any spot colors in your document to CMYK equivalents. Remove any colors that do not print and resolve any conflicting spot color names.
- Screen builds should have a value of at least 5% for any color if printing on coated stock, and at least 7% for uncoated stock.
- For large areas of black ink coverage, printing quality will be improved by creating a "rich black" in your color palette, using 60% cyan and 100% black. Do not use rich black for text, except for bold type over 72 points in size.
- To ensure high-quality reproduction, rules should be specified as at least 1/2 point for a single color, and at least 2 points if comprised of a screen build.

## PDF Workflow

- If supplying high-resolution PDF files for printing, please contact your salesperson or customer service representative in advance to obtain our settings. If this is not possible, you may use the PDF/X-1a:2001 option, which is very similar to ours, to produce your PDFs.
- In general, PDFs should be created with 1/8 inch bleed, crop marks on and offset to 1/8 inch, all fonts embedded, transparencies flattened, and all non-printing spot colors converted to CMYK. Your PDF files may be created either as single pages or as a range of pages.