

Guidelines for File Preparation

Page Layout

- Build your page layout document as facing pages at the final trim size of the printed piece. Any elements requiring bleed should be extended at least 1/8" 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" from the page edges. Placing elements too close to final trim may produce uneven margins.
- 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 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 from the inside front cover to the first text page or from the last text to the inside back cover require special consideration for a hinge-score and side glue knockout, where 1/4" 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 built-in functions that will copy the document and all necessary fonts and graphics into a specified folder.
- Images placed in your document should be in bitmap, grayscale, CMYK, or duotone mode. Bitmap images (line art) ideally should have a resolution of 1200 DPI. Bitmap images below 600 DPI may appear jagged when printed. Grayscale, CMYK, or duotone images ideally should have a resolution of 300 DPI. Images below 200 DPI may appear blurry or pixelated when printed.
- 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. Separations and screen builds should have a total ink coverage of no greater than 320%.
- 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, 40% magenta and 100% black. Do not use rich black for text, with the exception of very bold fonts used at a large 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.
- In general, PDFs should be created with 1/8" bleed, crop marks on and offset to 1/8", all fonts embedded, transparencies flattened, and all non-printing spot colors converted to CMYK. Your PDFs may be created either as a single page per file or as a range of pages within one file.