



Creasey Printing Services

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Preflight Checklist for Electronic File Submission

THIS FORM MUST BE COMPLETED AND SUBMITTED WITH YOUR JOB.

Customer: _____ Contact: _____
Purchase Order #: _____ Tax ID #: _____
Phone #: _____ Fax #: _____ Email Address: _____
Physical address where proofs are to be delivered: _____

We are very pleased to be working with you & we look forward to producing a quality job for you. Please read these guidelines to help us keep additional charges down and jobs on schedule.

Helpful Tips Checklist

- **Submit outside and inside cover files, fonts and any files/images associated with the covers on a separate disk /CD from the text.**
- Please verify that you are able to open and copy files from your disk before sending it to us. ___
- Include layered Photoshop files. ___
- Remove any rules placed around the trim edge of your document that were being used to judge copy. ___

Why Are There Schedule Delays?

- Missing fonts
- Missing Images
- Wrong Spine Size
- Hard copy does not match the digital file
- Halftones need adjusting
- Bleed items do not extend 1/8"
- Inconsistent margins or placement of page numbers
- Text file: Type and or graphics are less than 1/4" from the trim
- Images are RGB – not CMYK or grayscale
- Images are not TIFF or EPS
- Page count does not match quote
- Images/graphics are low resolution
- Lateness with sending in copy or returning proofs
- Excessive corrections to your proof(s)

Transportation

NOTE: It is imperative that the following information is provided to your CSR prior to sending in copy:

1. No loading dock – cannot accept standard 53" transport trailer
2. Pump truck required – hand operated hydraulic jack allowing skids to be moved within trailer
3. Inside delivery – requires hand off-loading possibly with smaller truck and additional help for the driver
4. Residential delivery – requires hand off-loading possibly with a smaller truck and additional help for the driver

Failure to communicate this information may result in unnecessary delays and extra costs. We must assume that any shipment being delivered has a loading dock available.

Software Applications and Guidelines

- What software applications are you using?

(we accept QuarkXPress, PageMaker, FreeHand, PhotoShop, Illustrator, InDesign or a PDF created from postscript)

- Are you using the Mac or PC platform?
 Mac PC
- Have you converted Microsoft Word, Publisher or CorelDraw files to PDF?
 Yes Not using Word, Publisher or CorelDraw

Locating and Including Fonts

- **Please send all the fonts used in your document and only the fonts used in your document.**
 Only fonts that are used are included on the disk.
- **When collecting your fonts, please collect them from the same computer used to create your document. Often fonts from other sources with the same name have slight variations that can cause re-flow of your document.**
- **As prepress is a PostScript workflow, PostScript (or Adobe Type 1) fonts are the ideal fonts to use for predictable, high-quality output. OpenType, TrueType and Composite (double-byte) fonts are also accepted but are not necessarily as reliable as PostScript fonts. Other font types, such as third party fonts, should be avoided.**
 Correct Postscript fonts are used
- **If using PostScript fonts, please send both the screen and printer fonts (OpenType and TrueType have only one file containing both screen and printer information), and always send the entire family of fonts (e.g. bold, italic, bold italic, etc.)**
- **Have you included both your printer and screen fonts on your disk?**
 Yes
- **If you modify your font using the style palette (e.g. bond, italics, etc) be absolutely certain you have the actual bold or italic font loaded on your system. Otherwise, the application will attempt to modify your font artificially with unexpected results.**

- **Don't forget to send fonts used within eps files and logos. Better yet, embed the fonts in your eps. You may also convert your fonts to outlines in Illustrator. If you do, be sure that your resolution is set to 2400 dpi for best quality prior to converting fonts (File>Document Setup>Printing and Export>Output Resolution). This turns your font into a graphic so you no longer have to worry about collecting the font, but the text will no longer be editable.**

Submitting your Files

- Your electronic files should be accompanied by an up-to-date laser proof. If there are any changes made after the laser proof has been printed, supply a new laser, or indicate the changes on the laser proof. If there are discrepancies between the laser proof and electronic file, the job must be put on hold until we receive confirmation as to which is correct. The laser proof should be printed single-sided and at 100%. Please include crop marks. If you are unable to print out files at 100% with crop marks, please print the document tiled at 100% with crop marks, and paste the tiles together, or as a last resort, print the document with crop marks at a reduced size but let us know the percentage of reduction.
- Have you placed your covers and text on 2 separate disks? (inside and outside covers on a disk and text on a separate disk)
 Yes
- Please include a composite hard copy of all pages printed from the final file along with the disks.
 Hard copy of cover and text supplied
- Your hard copy should match the digital file, including blank pages. Do not leave any additional pages in the file that will not be used.
 Hard copy matches digital file
- Verify the page count of your book by counting your hard copy beginning with the first page and making sure the last page of the hard copy equals the final page count of your book. (Do not count outside covers or inside covers.)
 Page Count _____

Creating Correct Cover and Text Trim Sizes

• Create the Text pages the exact size of your finished book, not 2 pages on one computer page or on an oversized page. (Pages can still be viewed on in facing pages on your monitor if desired)

___ Pages are correct size _____

• You can use the previous years catalog spine size as a guide. We may have to alter the spine size (no charge), but it will be a close guide for setting text and graphics. Is the cover created using the correct spine size?

___ Yes ___ No, adjustments may be needed

• Please create the cover as one complete image (back cover, spine and front cover). If the cover is provided in 3 separate files, additional charges will be incurred to convert the cover file to one complete image.

___ Cover created as one complete image

• Please create your spine type to read top to bottom with head facing the front cover.

___ Spine type is correct

Bleeds, Trims and Hairline Rules

• Bleeds should extend a minimum of 1/8" beyond the edge of the page in any direction that should bleed, including background images, rules, or other elements that should run off the edge of the page.

___ Bleeds extend 1/8" past trim marks

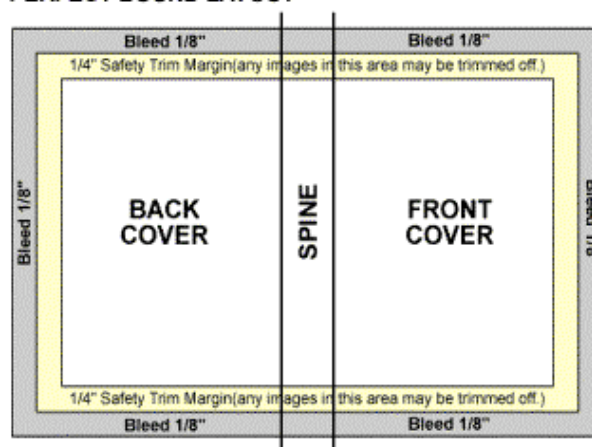
• All type and graphics that do not bleed should be one quarter of an inch (1/4") away from the page edge to avoid any trimming errors. Text within tabs must also be set back from the trim edge by 1/4" (text and cover)

___ All essential text and images are 1/4" from trim

• Rules in your document are to be set a minimum of 0.6pt thick.

___ Rules are at least 0.6pt thick

PERFECT BOUND LAYOUT



Margins, Page Numbers, Headers/Footers

• Page numbers, headers and footers should be typed in a consistent type size, consistent type style and placed consistently on left hand and right hand pages. This ensures the pages will back up correctly when printed and bound.

___ Page numbers, headers and footers are consistent

• Inside margins on the left hand and right hand pages as well as outside margins on the left hand and right hand pages, should be consistent so pages will back up properly when printed. **If your book has any copies that are plastic spiral bound, wire spiral bound, wire-o bound or comb bound, please be sure gutter margins are at least 3/8" to 1/2" to allow for spine trim and punching.**

___ Margins are consistent

• Please indicate on your hard copy if page numbers and or headers/footers have been intentionally omitted.

___ Omitted page numbers/headers/footers are indicated

Images – Photos /Graphics

• Include all original photo files, graphic files and illustration files in your document and submission disk.

___ All photo, graphic, & image files are included

• If scans are supplied on disk they must be at least 266 dpi (300 dpi is recommended) and sized close to the final size. Taking a small scan and enlarging it in the layout more than 15% to 20% will result in loss of resolution and degradation of the image.

___ All images are at least 266 dpi

• Black and White scans should be saved as grayscale and not RGB or CMYK.

___ All black and white images have been converted to grayscale

- Color scans should be saved as CMYK files as EPS or TIFF.

___ All color scans are saved as EPS or TIFF

- Scans saved as JPEG may be usable (not recommended) but keep in mind that file compression may degrade the image if over used.

___ All JPEG files supplied are high resolution

- All supplied scans will be used as is so it is the responsibility of the customer to clean and color correct the images. If you would like Creasey Printing Services to make these changes, we must be notified as soon as possible and this will incur additional charges.

___ Photos are ok as is

___ Please adjust or color correct my photos

- Please make sure that your halftones measure 3% in the whitest area and 91% in the darkest area.

___ Grayscale images have correct shading

- When sending photos taken with a digital camera, please have them converted as noted above. While this technology is great, it also has some limitations.

___ Digital photos have been converted correctly

- Please provide photos and hardcopy as reference. They will be returned when job is completed.

___ All available photo hardcopies have been supplied

Ink Colors

- Color images should be supplied in the CMYK color space. RGB is the color mode used for display devices such as monitors and televisions, and is not printable. Please convert your RGB images to CMYK before submitting files, or making PostScript and PDF. Do not use spot colors in your file unless they have been specified in your quote. Convert your spot colors to CMYK before submitting your files, or making PostScript and PDF. Grayscale files should contain no color. Please be sure to convert all graphics, type and images to grayscale before submitting your files or making PostScript and PDF. Any graphic or image imported into your page layout application from a program such as Illustrator or Photoshop, should be in the correct color space prior to being imported.

- Create your document using the correct PMS color in which your project will be printed.

___ PMS Colors used _____

- When designing your cover as four-color process, please be sure to convert PMS colors to four-color process equivalents. (Keep in mind that PMS colors seldom have a good four-color process equivalent.)

___ All PMS colors have been converted to CMYK

Thank you for your assistance in helping us produce your job with minimal delays and additional charges. If you have any questions regarding this form, please feel free to contact your Customer Service Representative.

Signature: _____

Date: _____

Please keep in mind that 90% of jobs that are delayed are due to missing fonts, low resolution or missing images. Please make sure that all fonts and high resolution images are sent with your materials.

The specifications and standards cited in this guide are common industry standards and correspond to those outlined by GRACOL – the Graphic Requirements for Applications in Commercial Offset Lithography. In addition to reading this guide, we recommend you visit the GRACOL website (www.gracol.com) for valuable information on file preparation.

Other Technical Support Resource:
www.creaseyprinting.com