

# Acceptable Media Types and Files



Thank you for choosing Splash Designz as your print provider. We have assembled this helpful document to assist our customers in properly preparing their files for use by Splash Designz.

Below is a list of our most basic instructions for submitting electronic artwork. We prefer that you send your files in PDF format if at all possible. Please see page three for our PDF tutorial. If you choose to send the native files (i.e. Publisher, InDesign, etc.), please use your pro-

gram's "package" or "collect" feature to assemble all of the placed images and used fonts in one folder.

## The Basics

Please include a hard copy with your electronic file, indicating color specifications, picture and font placement, and piece dimensions.

The final electronic file must be the actual size, and in correct proportion to the printed piece. For example, if you want an 8 1/2" x 11" document, the file must be at 8 1/2" x 11". Files must include a 1/8" bleed area, if bleeds are desired. For example, an 8 1/2" x 11" full bleed document will actually be 8 5/8" x 11 1/8", to account for a 1/8" bleed on each edge. If you are submitting a two color piece, please create it in Black and Cyan. Cyan will be used as a "placeholder" for the designated second color. If you are submitting a piece that will be printed in booklet form it is imperative that you place blank pages in your document where blank pages will be in the final printing. This will ensure your pages will layout as you intend.

If sending art that you wish us to scan, please provide a clear, flat piece of art. If the art is an ad or logo, please provide it as large as possible to fit on an 8 1/2" x 11" piece of paper. Please note that scanning slightly degrades image quality. If providing photos to be scanned please have them printed with a gloss finish.

## Image Requirements

Photos & Images must be saved at a minimum of 300 dpi resolution. Images saved from websites are typically very low resolution images which do not reproduce well in an offset printing environment. All images must be saved in either CMYK or Grayscale. RGB is not acceptable. All images must be submitted in PSD, TIF, JPG or EPS format only. GIF, PICT, etc. are not acceptable. Please create images at 100% finished size. Stretching smaller images to fit your design results in lower resolution, and poor print quality. All images used in your layout, no matter what program you use, MUST be sent as well as your layout document. Images not included will not print.

## Fonts

All fonts used in your document must be sent to us, or you can convert the fonts in your document to outlines or curves, if that feature is available. Please note that if fonts are converted to curves or outlines, the text will no longer be editable.

## Applications Accepted

Adobe InDesign, Illustrator, Photoshop, PDF (see page three)  
Microsoft Word or Publisher (additional set up charges may apply)

## Media

We accept files sent on CD rom, DVD rom, Flash Drive or Memory Card or feel free to send the files electronically. If you wish to send an email, please make sure your file is under 5 megabytes in size. If the file exceeds 5 megabytes that you may zip it or stuff it and send it that way. Our e-mail address is [rpsd@qwestoffice.net](mailto:rpsd@qwestoffice.net)

# ***Acceptable Media Types and Files***



## **Adobe InDesign**

Adobe InDesign has a package feature to collect all of your pictures used, as well as fonts. First, check your links palette to make sure that all of your pictures are updated and not missing. Address any “stop sign” or “caution sign” symbols. Next, go to the file menu, and choose preflight. Scroll through all of the options on the left-hand side of the menu. This area will tell you if any of your fonts are not working properly, if your pictures are too low resolution or in the RGB colorspace, and will tell you what is missing. Once your

preflight checks out, choose file, and use the package option. Follow the on screen instructions, and be sure that the pictures, fonts, and update links options are checked. Please use Stuffit or Zip to compress the folder before sending. To create a PDF from InDesign, simply choose file, then export. Choose Adobe PDF in the drop down menu. Use the Press Quality Settings to create your PDF.

## **Illustrator**

Please be sure to embed or include all of the pictures placed in the document. Also, select all of your fonts, and convert them to outlines or curves. Alternately, you can include all of the font files used in your document. Please make sure that the document colorspace is CMYK. Please avoid excessive clipping masks. Please flatten transparencies before sending. There is no need to create a PDF out of a vector graphics document, please send the native file.

## **Microsoft Publisher and Word**

PDF files created from Microsoft Publisher typically have to be edited further in a vector drawing program such as Illustrator. Publisher generally does a poor job of picture and font embedding in a PDF, and the job quality suffers for it. When setting up your file for two color printing be sure that you use tints of the same spot color throughout the file or your file will not separate correctly. We prefer that you send your Microsoft Publisher or Word file natively, and also include all of your pictures and fonts used. This way, we can properly prepare a solid file to work with, and ensure your job is printed properly. Due to the additional time required to prepare this type of file there may be additional charges. PDF files are popular and convenient. The main advantage is the layout is “locked down” and cannot be accidentally changed. When a PDF is properly made, there is no need to include your fonts or images, since the files are embedded in the PDF file. However, if the PDF file is incorrectly made, there is very little we can do to fix it. If the fonts and pictures are not properly embedded, the file will be rejected, and the job will take longer to approve and print. This short tutorial will help anyone creating a PDF to create it properly, and avoid delays.

## **PDF Files**

PDF files are popular and convenient. The main advantage is the layout is “locked down” and cannot be accidentally changed. When a PDF is properly made, there is no need to include your fonts or images, since the files are embedded in the PDF file. However, if the PDF file is incorrectly made, there is very little we can do to fix it. If the fonts and pictures are not properly embedded, the file will be rejected, and the job will take longer to approve and print. Most programs today give you the option to either save the file as a PDF or in the case of Adobe programs to export the file to PDF. When exporting PDF please use Press Quality settings. This will provide us with a high quality document to use for reproduction.

If you have any questions when preparing your art please feel free to contact us.

[www.splashdesignz.com](http://www.splashdesignz.com) - [rpsd@qwestoffice.net](mailto:rpsd@qwestoffice.net)

217 W. B Street

McCook, NE 69001

308 345 3420 or toll free 877 345 3420