

## Building Partnerships in Printing



### Commercial Web Offset, Sheet Fed & Flexographic Printing Services

#### Setting up native files:

##### Sheet Fed & Flexographic Offset Requirements

- ▶ Booklets must be set up in single page format as opposed to facing pages (or spreads) to allow for bleed on all 4 sides of each page. Reader's spreads cannot be used. If spreads are sent, they must be printer's spreads; however, single pages compiled into one PDF are preferred.
  - ▶ Document mode (Illustrator) must be CMYK as opposed to RGB
  - ▶ Document size (in all applications) must be the same as final trim size. (For example: the document size for a booklet that will trim to 8-1/2" x 11" must be 8-1/2" x 11" --- do not add extra bleed dimension to the document size).
  - ▶ Placed or linked images/art provided to be at 300 pixels per inch (or high resolution)
- ▶ Determine your colors before creating your file...will it be 4 color process (CMYK), PMS spot colors or a combination of both? It is important to remember that spot colors will print to a separate plate and there is an additional cost for spot plates/colors. Also be mindful that we have the capability of 6-color printing with our sheet fed and flexo presses. If the job will print in CMYK only, all spot colors to be used in the document must be converted to process (CMYK).
  - ▶ Spot colors used must be CMYK as opposed to RGB. RGB spots have been known to fail at conversion to CMYK at output.
- ▶ Fold lines that are for placement or position only MUST be of an otherwise unused spot color and must either be set to overprint in the file or removed entirely from the document.
  - ▶ Color or images that meet the trimmed edge must extend past the document boundaries by at least .25".
  - ▶ Placed images and art must be CMYK or grayscale - tiff or eps image files are preferred for printing as opposed to jpeg files.
  - ▶ Make certain that black type is 100% black as opposed to "automatic" (Word) or built black created from RGB.
    - ▶ White must never be set to overprint.
    - ▶ Release or extend clipping masks that will interfere with bleed.
- ▶ To add the Stone Commercial Settings joboptions file to Acrobat Distiller, you may either save the file directly to your Library>>Application Support>>Adobe PDF>>Settings folder -OR- you may download the file to your desktop and, from Distiller click "settings" and then "add Adobe PDF Settings" from the drop-down menu to add this setting to your joboptions selections.

#### Creating a PDF from your file:

- ▶ Quark File without transparency: Save each page as an eps file with bleed to distill in Acrobat Distiller, choosing the appropriate setting as mentioned above. Use the "scripts" menu to create multiple eps files at once.
- ▶ InDesign File: Export from InDesign, choosing Stone Commercial Settings as mentioned above. If images or art fall off of the page, you must manually edit the bleed settings at export to allow for at least .25" bleed around all four sides of the document.
- ▶ Illustrator File: Save as a PDF, choosing Stone Commercial Settings as mentioned above. Again, bleed must be designated manually as noted above.
- ▶ PC users, please ask us for guidance in creating PDF documents from Word or Publisher.



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