

Building Partnerships in Printing



STONE
Printing & Graphics, LLC



STONE Commercial
Printing & Graphics, LLC

Commercial Web Offset, Sheet Fed & Flexographic Printing Services

Setting up native files:

Web 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 must be 8-3/8" x 10-7/8" --- and remember that you are to add 1/4" bleed beyond trim 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? If the file will print CMYK, all spot colors to be used in the document must be converted to process (CMYK). All spot colors printing as a single color are to be done as 100% cyan or 100% magenta.
- ▶ 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.

Create a PDF from your file using PDF/X-1a:2001 which is a standard, existing setting and does not need to be downloaded or added:

- ▶ Quark File: Save each page as an eps file with bleed and 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 the appropriate setting 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 the appropriate setting 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.



www.stonepang.com

