



*You Imagine It. We'll Print It.*



**McClafferty Printing Co.**

## Pre-Flight/Pre-Press Tips

When sending files to McClafferty Printing, consider every element of the project to be new to us. The following rules are universal and apply to any service bureau, pre-press or color house. We want to ensure that your project is completed correctly and on time and therefore we want to eliminate unnecessary problems that may arise. Please consider this information as important and crucial for the proper output of your file. While we can't cover all possible problems, these are the ones we confront most often.

**COLLECTING FOR OUTPUT:** Put ALL items into one folder for output. Be sure to include all fonts, images and artwork but try not to include items not necessary for output. This can eliminate any confusion. There is software on the market that can collect your files or "pre-flight" but always manually check that everything is there.

**FILE NAME:** Use the actual file name when referring to a specific file to be output. Do not use special characters (i.e. #@\_%^ ) or extremely long file names (this includes images). Keep all documents together in the same folder and/or directory (simplify for easy output).

**FONTS:** Provide all fonts used in the project (file/document). While we may have a large database of fonts, we don't have ALL fonts. Nor can we guarantee that our fonts are exactly the same as yours. Also be sure to include fonts used in eps images (Illustrator, FreeHand, CorelDraw, etc.). We can accept Windows fonts and Macintosh fonts.

**TYPE STYLES:** While working in an Apple OS do not apply BOLD or ITALIC to typefaces. Always use the actual typeface (i.e. BTimes Bold, ITimes Italic, etc.). While working in Windows OS be sure you supply the printer font for any fonts that have been stylized in your document.

**IMAGES:** Be sure to include all images and graphics used (even if the image is imbedded instead of linked). They should be saved as CMYK or spot color, not RGB. Also be sure to call out any duotones used in the document. RGB images are used for video production, monitor display, computer presentations (i.e. PowerPoint) and Internet web graphics... RGB is not meant for commercial printing

process. Proper image format should be TIFF (.tif) or EPSF (.eps) depending on image use. High Resolution of 300-406.4 dpi (600 Max) or equivalent in pixels should be fine for raster images, higher dpi for bitmap images when needed is fine. Always use exact size or larger image measurement, never increase a small image beyond 120%.

**SPOT COLORS:** If it's a spot color job, list the spot colors used in the file or document. Also be sure that spot colors used in all images are named the same thing. The computer sees different named colors (i.e. Pantone 153 CV and Pantone 153 CVC) as two different plates. If a spot color is used from a color matching system (like Pantone) and is converted to CMYK values, it will not match exactly the spot color chosen (usually "off" by 5-10%). Please note; if you use a percentage of a spot color it will no longer match that spot color (30% PMS153 vs 100% PMS 153).

**SAMPLES:** Always include a current sample of the job (a copy of the previous run or a color sample). A simple black and white (B&W) printout will help us check the file for any problems (i.e. text reflow, missing images, etc.). Also include a set of laser color separations (paper plates) so that we can check film for proper color breaks.

**WORK ORDER:** Please make sure ALL information is provided including a daytime and nighttime telephone number, cellular number or pager in case we need to contact you with any questions about your job or file.

There IS a charge for the time spent making corrections and fixing your files including if we have to re-create your file. Currently we charge \$100.00 per hour and you will be notified before the file is worked on.

Any questions call 302.652.7171.

**SOFTWARE SUPPORTED:** QuarkXPress, Adobe PageMaker, Adobe InDesign, Adobe Illustrator, Macromedia FreeHand, Adobe PhotoShop.