DRUMMOND

*Re*thinking the way you print

Digital File Specifications

When designing artwork to be printed at Drummond, please review all of the information contained in this brochure.

Software

The following is a list of the software that we support on both the Macintosh and PC platforms:
• Adobe InDesign   • Adobe Illustrator   • Adobe Photoshop   • Adobe Acrobat

The following software is not intended to create documents for high-end output and should be avoided:
• Microsoft Word   • Powerpoint   • Microsoft Publisher

Converting Word documents to a Press Optimized PDF will increase the possibility of maintained integrity (See Print Ready PDFs). Also, Word documents may often incur extra expense to reconstruct in an appropriate application in which information is properly sent to an output device.

Graphics & Scans

Please include all linked graphic files when sending original source files. This includes all graphics that were placed from vector programs such as Illustrator, as well as any images and fonts used in the vector programs. For example: if you have created a logo in Adobe Illustrator that contains a Photoshop image and type, you must provide the Illustrator file as well as the Photoshop file and font(s). Graphics applications may not collect the Photoshop files or fonts, so you must ensure their inclusion.

Scan all color and grayscale photos (raster images) at 300 ppi at the final size they will be used in your document. A color or grayscale image that starts as 300 ppi and then is placed into a layout program and enlarged will no longer be 300 ppi (see section: Raster and Vector size dependency). We will endeavour to notify you of any placed raster graphics that will output below 120 ppi. All color scans should be saved in the CMYK color space; if RGB images are received they will be converted to the CMYK color space.

All B&W line work should be scanned at no less than 800 ppi at the final size, converted to a bitmap and saved as a tiff.

Fonts

Do NOT use "applied" type styles in the control or measurements palettes in Quark Express to make the type bold or italic; always choose the bold or italic versions of the font from the font list in order to prevent unexpected print results.

Color

Please use the following guidelines for color:
• Save all color photos and vector images as CMYK if the job is to be 4 color process.
• Specify which colors are to be spot and which colors are to be 4 color process.
• Use only one version of a color. If you have PANTONE 348 and PMS 348 as spot colors in your color list you have 2 separate colors.
• Choose colors from the Pantone swatch books, rather than color combinations that look good on your monitor. Colors from a low-end, non-color managed printer do NOT represent the color that will be printed.

Construction

   Most jobs should be built in a single page work flow as "Readers Spreads" (pages laid out like you are reading the final piece) with the cover as page 1 and the outside back cover as the last page. Include blank pages in your document if a page is intended to be blank. Use .125" (1/8) bleed. From time to time it may be better to supply a job in "Printers Spreads" (pages laid out like they are going to be printed on the press) as it may remove questions about folding. Please feel free to call and question which method would be best to use.
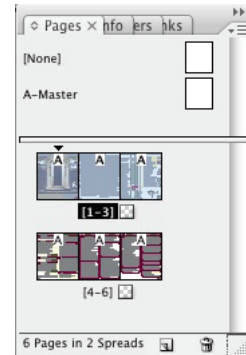
6 Single pages
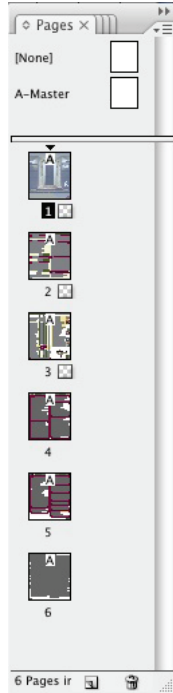
48 page saddle stitch in readers spread
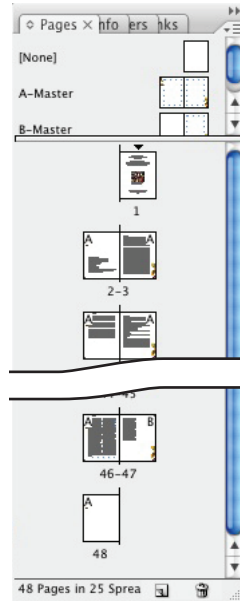
6 page tri-fold in printers spread

Trapping

   Please do not trap your job. Drummond will trap specific to our print process. Our pre-press technicians will set all trapping parameters that will yield the highest quality final product.

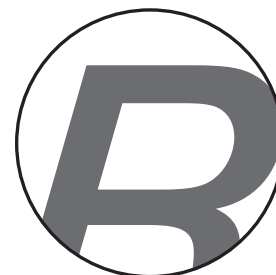## Raster and Vector size dependency

The photo below is a "raster" Photoshop file. The original photo is 300 ppi and placed at 100%. Cut out 1 is enlarged 200% which gives a effective 150 ppi. Cut out 2 is enlarged 400%, effective 75 ppi. Cut out 3 is enlarged 600%, effective 50 ppi. Look closely at the shoulder and notice the quality falloff as the photo pixilation becomes apparent..

This is a "vector" Illustrator file. It is a mathematically described file of lines and fills and is completely resolution independent. It can be enlarged to any size and will look the same. The cut out is sized at 1200% and looks as good and smooth as the file placed at 100%.

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r PDF.

ofiles

Tile Size: N/A
Quality: 8 Bit
Monochrome Images
Bicubic Downsample at: 800 ppi
for images above: 1200 ppi
Compression: CCITT Group 4
Compress Text and Line Art: Off
Crop Image Data to Frames: On

Omit EPS: Off
Omit Bitmap Images: Off
Transparency Flattener Preset: N/A
Ignore Spread Overrides: N/A
Security
  N/A

Note: Some options may or may not be available depending on your version of Acrobat. Also a ".joboptions" file can be sent to you upon request. A .joboptions file will preset the above settings for you.

Acrobat How-To: Using Overprint Preview for Soft-Proofing

Under Acrobat preferences, choose page display and set the Use overprint preview setting to always.

Adobe Acrobat and Adobe PDF is the preferred soft-proofing method for printers, marketing departments, and agencies the world over. Overprint preview within Adobe Acrobat allows users to get a quick understanding of the most-minute details of the production process – getting overprints right, for instance. Acrobat is focused on the important details to ensure your documents output reliably, and exactly as you intended.

Acrobat 5.0 introduced overprint preview to the world of PDF. It allows users to gain an estimation of how over-print behavior will appear in a print condition. Working in harmony with soft-proofing and color management in Acrobat, users can gain a good estimation of how the job will look without having to jump through a lot of hoops to do it.

Acrobat can be extremely valuable in uncovering some of the issues that people build into PDF documents. A simple feature like Overprint Preview can save you time and money without making any type of demands on your production workflow. What's more, Adobe InDesign and Adobe Illustrator also support Overprint Preview, so you can be sure that when you're creating your content for print output, you can get it right the first time.

Electronic file submission

1. Through our InSite Web server (preferred)
2. Or through email (10 meg size limit)

Regardless of the transfer method you choose, please compress your files prior to sending. If we will be working with "Native" files we require that you supply a low-res PDF with the fonts embedded. Our prepress staff will use this PDF for quality control purposes prior to imaging your contract proofs.

Using our INSITE Web server:

What is InSite? InSite is a web based job management server. This is our preferred method of receiving your files. It supports "drag and drop" file transfers through your web browser. Your CSR can walk you through the initial setup which takes approximately 5 to 10 minutes.

How to use it: Your Sales Rep or CSR will provide you with a username and password.

• To access the InSite server go to **https://insite.drummond.com** and enter your username and password. After you log in you will be taken to your "Company Home" where you will find a list of jobs created by your CSR, a user specific to your company or the option to create a job yourself.

• Enter your job by clicking the job name from the list. Once you're in the "Job Home" look for the "Upload Files..." button. If a "Verify Certificate" pops up on your screen the first time you use InSite please select the "Always Trust" option to continue with uploading your files.

• Enter a name for your upload (optional) and "Drag and Drop" your files into the upload window and click the "upload" button. Note that folders/directories can't be uploaded so it is recommend to compress a job into a zip file before uploading. This allows the complete job to upload as one file. A progress bar will appear showing the status as your files are being sent. You'll receive a confirmation that your files were sent successfully upon completion of the upload. That's it, you're done.

• Your Sales Rep and CSR will be notified via email that you've uploaded files.

* Under NO circumstances should a client place the only copy of a file online. *

If you have any questions about these procedures, please contact us.

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