



Recommended types of graphic files

✿ vector graphic file [.eps]

A vector graphic is a graphic drawn as lines, polygons and text. Used in such page layout postscript programs as PageMaker, QuarkXPress, or InDesign, these files are generally created from postscript programs such as Illustrator, Freehand, and CorelDRAW. Vector files are much smaller in size than raster files. Vector files can be enlarged and reduced without loss of quality. When making blends, care must be exercised.

✿ raster graphic file [.tif]

A raster graphic is a graphic drawn as an array of dots or pixels. A postscript program such as Photoshop creates raster files. If a raster file is to be combined with text, it would normally be placed into a vector/postscript program, and text would be added separately. Raster files are much larger in size. The quality of a raster file is determined by the original resolution and size it was created. Generally, we do not recommend any less than 100 pixels per inch at final size use.

✿ metafile file [.wmf]

If a file created in any of the above formats is to be used in Microsoft Word, it is best to be saved as a .wmf. A metafile is a list of commands that can be played back to draw a graphic. While a metafile is made up of commands to draw objects such as lines, polygons and text, as well as commands to control the style of these objects, it is not normally used in postscript programs.

✿ bitmap [.bmp]

A bitmap is another name for a raster graphic. In Windows, these are saved in a BMP file. Other common bitmap formats include PC Paintbrush (PCX), Tagged-Image File Format (TIF), Graphics Interchange Format (GIF) and JPEG.



Printing Prep Inc.



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What you need to know

Printing Prep carries the latest and most popular software for both Macintosh and PC operating systems.

- * QuarkXPress, PageMaker, Photoshop, Illustrator, Freehand, InDesign and CorelDraw, as well as Microsoft Office (require chargeable prepress work before they are print ready). PDFs is a popular way to submit files, *if created properly*. Please contact us with any questions, or for a copy of our distiller settings.

Printing Prep can accept files in a variety of formats:

- * CDs, DVD-Rs, Zips, Jaz, and all memory card format such as CompactFlash, SmartMedia, Memory Stick and Microdrive.

- * Files under 5 mgs can be emailed directly to us or you can upload files to our FTP site.

Printing Prep boasts a library of over 10,000 typefaces.

- * Surprisingly, that does not mean we will definitely have that one typeface you are using in your job. If the typeface cannot be converted to outlines, please be sure to include it.



General Info about receiving files

* What Printing Prep would like to see when you submit your file:

- * Due date and contact name, including the business AND after-hours phone numbers
- * The name of your Printing Prep/Leader All Surface Printing Representative and/or quote reference number if job was quoted
- * Typefaces (please do not use the style menu (bold, italic, etc). as these will incur additional prepress charges and could cause rebreaking of text lines.
- * A composite proof (either B&W or color) of the FINAL file provided for output.
- * Please indicate on these proofs if bleeds have been placed on the document, any changes or photos that might need to be replaced.
- * Color matching: if it looks pretty on your screen, that does not mean it will print that way. Please use Pantone colors as a reference or process equivalents when picking out your colors. Pantone colors converted to process will match the cmyk equivalent. If you are trying to match a specific color, please reference it.
- * Acceptable graphic formats
 - Submit only CMYK TIFF or EPS file formats regardless of platform, for all outputs except Digiprints (*RGB acceptable for Digiprints only*).
 - Unacceptable file formats for imagesetter output or files that will incur additional charges are: PICT, PAINT, RGB TIFF, RGB EPS, Quick Time.
 - Please note: Embedding unacceptable formats in an OK format does not make the resulting file OK. Also, duotones and files with clipping paths must be supplied as EPS. If artwork is embedded, please supply.

What is not usually included in Printing Prep's base costs?

- Trapping
- Scanning
- File Editing including conversion of RGB to CMYK
- Typeface style or font replacement
- Creating laser proofs if not supplied with file
- Jobs containing incomplete or missing elements
- Color proofing of final film or output
- Any changes we may have to do to your file to make it output ready.