



# Electronic Prepress Guidelines

Listed are guidelines to follow to ensure the success of your project. Our estimates are prepared using these basic assumptions about the characteristics of your electronic files. If the electronic files vary from these guidelines, additional charges may be applied to the job cost. We will advise you prior to beginning work.

We assume:

- Your entire document has been provided in one file
- Your document has been set up on the actual page size of the finished piece and that you have used the application program's built in crop marks (Not drawn in by hand using the line tool)
- All of the fonts that were used in the document are sent
- All of the graphics that were used in the document are sent
- You have provided us with a hard copy or PDF of the final version
- All of the graphics and supporting files are sent in an orderly manner
- All colors used in the document have been specified as a spot color or as a process color so that they separate onto the correct plates
- All colors used in all application programs have been named with the exact same name (Any color specified in a drawing or paint program must have the exact same name in the page layout program in order for it to print out correctly)
- Working files have been provided

These guidelines were designed to ensure the success of your project. If your electronic files vary from these specifications, we welcome the opportunity to discuss the differences and to take any corrective action necessary.

## SERVICES INCLUDED IN QUOTE

Our quote is based on PDFs or working files set up to Rapit Printing Specifications.

- All files scanned for viruses
- Preflight of all job elements
- Page imposition
- Output of digital proof
- Digital archival of finished job elements
- Save PDF's as press quality

## CUSTOMER RESPONSIBILITY

- All pages provided in usable PDF format or working files
- A PDF to proof against if working files were sent

## ELECTRONIC MEDIA ACCEPTED

We accept the following:

- Macintosh or PC programs
- CD Rom
- DVD Rom
- Email
- FTP(customer site)
- USB Flash Drives

We can also receive your digital files via our FTP site. Go to [www.rapit.com](http://www.rapit.com) upload files tab in the upper right. Files must be compressed and clearly identified with a customer name and job description.

## UPCHARGES OCCUR:

Prices and scheduling are based on specifications provided when the job was quoted. We assume that all your digital files are set up according to our specifications. In the event that they are not, the following upcharges will apply:

- Excessive application files  
(We allow one application file per 100 pages when figuring the number of excessive application files)
- Scans and image placement
- Documents set up at incorrect size
- Incorrect color mode (RGB, Indexed)
- Upcharges for typesetting, rebuilding, color and/or bleed problems are calculated on a per job basis
- \$24 for each additional new file

## Using the Right Program for Your Project

Use InDesign or Quark Xpress for laying out pages. **This is especially important on multi-page projects.** Using drawing programs like Photoshop, Illustrator or Corel Draw to lay out pages with photographs and columns of text is **NOT** recommended. You should use Illustrator for design, creation of logos and graphics to be used as vector art. You should use Photoshop for all photos and line art.

We do accept files from Word, Excel, Powerpoint, Publisher and Coreldraw, however you may not receive the quality you desire in the final product with these programs.

## Photographs and Line Art

All Photoshop files should be saved as CMYK, Grayscale, Duotone or Bitmap for line art. Images should be 300dpi at 100% of the size used in the document. Keep clipping paths simple. Make sure that the path is placed at least 2 pixels within the colored area of your image to prevent edge halos.

## Page Sizes & Page Design

Set up the page size of your document to be the final trim size of a single page. For example, if you want an 8.5 x 11 page, set the page size to 8.5 x 11. If your project is a 4 x 6 postcard, set the page size to 4 x 6. Make sure all items that are to bleed (run off the page) extend beyond the page boundary by 1/8 inch. Do **NOT** make your pages larger to accommodate the bleed.

Avoid placing text or objects within 1/8 inch of the edge of the page unless it is a photo or graphic that will bleed off the page.

Set your pages as single pages in a regular printing order of page 1, page 2, page 3, etc. Do **NOT** set the document in "Printer Spreads". If you want to include odd-size pages or inserts, create them in a separate document. For example, if you have an 8.5 x 11 document with an 11x17 foldout, produce the foldout as a separate document.

If you are designing a document that will fold, it is important the panels are set up correctly. Contact us if you need information for panel sizes to avoid potential problems.

Die lines should be set as a separate spot color not used in the document. They can be created in Illustrator and imported into the "Page Layout" program or they can be created directly within the "Page Layout" program.

Spot varnishes should set up as a separate spot color. Many customers prefer us to create the varnish plates to avoid problems.

## File Preparation

Include all layout documents and each linked/imported image. Include **ALL** fonts used in your document or images. Be sure to include all weight and styles used. (Bold, Italics, Extra Bold etc.) Include any NATIVE Illustrator or PhotoShop (layered) files that were used to create the EPS or TIFF images that were used. This can save a lot of time if we need to edit or correct a file. A PDF of the final file is helpful and is an important quality check point. PDF is a technology from Adobe Systems that has become a standard file delivery format for the Graphic Arts field. To create a PDF from InDesign or Quark use the "Export to a PDF" option. Use the highest settings to get the best results.