

Disk and Postscript. Submission Standards for Computer to Plate



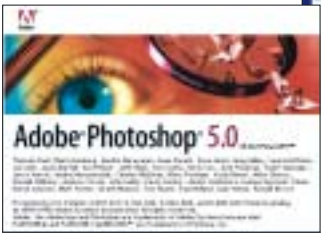
Customer Guide



The Printing House, Ltd. supports Quark™ and PageMaker™ page layout applications for the Macintosh platform.



We support Illustrator™, PhotoShop™ and FreeHand™ for graphics used in your page layout applications.



At The Printing House, Ltd. we want to provide you with the most cost-effective and efficient means of prepress production possible. Following the standards outlined in this document will assist greatly in this effort. Please read this guide carefully and use this information to help ensure that the process of converting electronic data to printed material is a smooth and orderly process. Please call if you have any questions. We appreciate the opportunity to serve you!

Accepted Applications

The Printing House, Ltd. accepts files formatted for the Macintosh platform. If you are using IBM-compatible platforms to produce your publication we can recommend a service provider for film production.

The Printing House, Ltd. will accept DSC 3.0 compliant PostScript® files written for the Macintosh platform. Please contact your Sales Representative or your Customer Service Representative and they will put you in touch with someone who can assist you with details regarding how to create properly prepared PostScript® files from your page layout application.

The Printing House, Ltd. accepts the following Macintosh formatted page layout applications in order of preference.

- Quark XPress™
- Adobe PageMaker™

The Printing House, Ltd. will also accept support files formatted for the Macintosh platform created in the following applications:

- Adobe® Illustrator™
- Adobe® PhotoShop™
- Macromedia® FreeHand™

Accepted File Formats

The Printing House, Ltd. accepts the following image file formats in order of preference:

- EPS or EPSF - Encapsulated Post Script
- TIFF - Tag Image File Format
- EPS-DCS - Encapsulated Post Script - Desktop Color Separations

Additional File Format Considerations

FreeHand™ EPS Files

- Please do not “nest” files within files using the FreeHand™ place command, publish and subscribe, etc. If TIFF’s or other bitmap files must be placed within FreeHand™ EPS files, be sure to link the file and include the source files separately.

Photoshop™ Files

- Save PhotoShop™ images as CMYK EPS Binary, especially if using clipping paths.
- Set clipping path flatness to "3" when saving PhotoShop™ EPS files that contain clipping paths.
- When saving Adobe® PhotoShop™ CMYK EPS files, do not select "Transfer Functions", "Include Halftones Screens", or include JPEG compression.
- When saving TIFF files do not include LZW compression.
- All color images must be saved in CMYK (not RGB) format or they will print as black and white when output to film or plate.

All Files and Folders

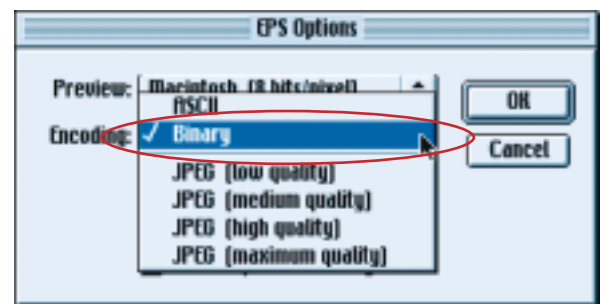
- Please avoid the use of the following special characters in your file names or folder names:

< > \ / : * ? " |

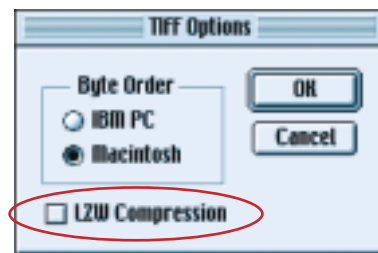
© Copyright 1999, The Printing House, Ltd.



The above illustration is an example of a “nested” file using FreeHand™. The nested source file is “Photo 1.” When using FreeHand™ in the creation of EPS files, please include all linked or embedded source files with your submission.



Select Binary encoding when saving PhotoShop™ EPS files. Do not save as JPEG encoded files. JPEG encoded files print as black & white when output to plate.



Do not include LZW Compression when saving TIFF files. LZW compressed files slow the Raster Image Processors down dramatically.



Accepted Media

The Printing House, Ltd. can currently accept the following types of transportable media:

- 1 GB JAZ cartridges
- Zip disks
- CD-ROMs
- 1 GB and 4 GB optical disks
- LaCie 5.2 GB DVD-RAM
- 200 and 88 MB SyQuest disks
- Floppy disks.

Although we accept 2 GB Jaz disks, we would like to strongly suggest that you avoid the use of this type of disk. There has been much difficulty in accepting the delivery of electronic files on 2 GB Jaz media.

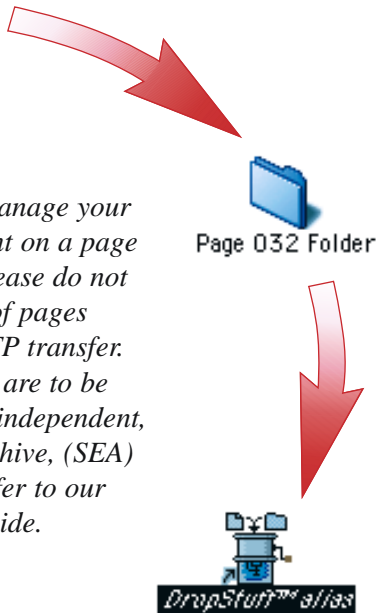
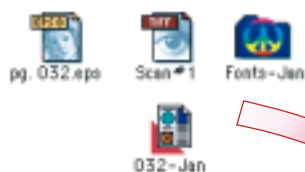
As technology changes we will update our list of removable media that we will accept. If you would like to submit files using other types of removable media, please contact your Customer Service Representative to make sure we have a compatible drive.

Electronic File Transfer

We ask that electronic file submission via FTP, Wam!Net, etc., be used as a supplement to disk submission or used in emergency situations only. Please contact your Customer Service Representative for details regarding how to transfer your files electronically.

All files which are electronically transmitted via FTP, Wam!Net, etc., should be accompanied by a faxed hard copy proof. Our customer service fax number is 850-875-1515. Please note that electronic transmission of files does not preclude the use of hard copy laser proofs. Please forward the original hard copy proofs via courier or overnight delivery.

© Copyright 1999, The Printing House, Ltd.



We ask that you manage your FTP files to be sent on a page by page basis. Please do not compress groups of pages together for an FTP transfer. All files submitted are to be compressed to an independent, self expanding archive, (SEA) format. Please refer to our FTP Customer Guide.



Hard Copy Proofs

Hard copy proofs are vital to ensure the integrity of the final product. We cannot process your electronic files without furnished hard copy proofs. Thank you for respecting our legitimate desire to provide you with the smoothest production process available by providing the following proof items with every project:

- 1) Hard copy laser proofs. We cannot be held responsible for the integrity of the final product without a hard copy proof since this is used as a quality control device.
- 2) Print your proofs with file name, crop marks, date and time. Click the registration marks option in the print dialog box when printing from PageMaker™ or QuarkXpress™.
- 3) Hard copy proofs that match the supplied electronic files. This is critical to our internal quality control process.

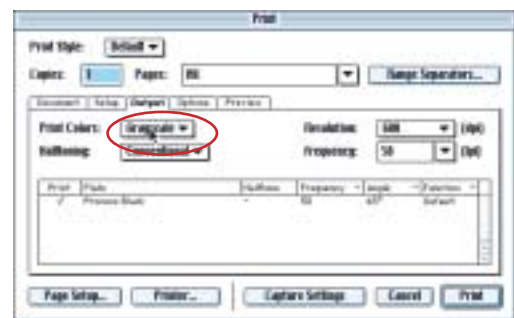
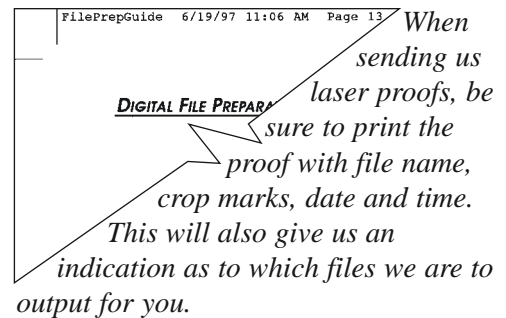
Additional Hard Copy Proof Considerations

If the job is a color job, color proofs are preferred. Fifth colors or spot colors are to be printed as a separate proof and attached to the top of the composite proof.

In QuarkXpress™, composite black & white proofs should be printed with the “Grayscale” option selected.

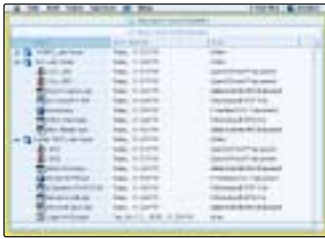
Handwritten instructions can clarify aspects of your job, making it easier for us to process your files. In general, you should mark them up as if they were a tissue overlay of a mechanical keyline. Clearly mark images that appear on your proof as “for position only” (FPO) which you expect to be replaced with high resolution scans. In general, EPS and TIFF files are used as live images unless clearly marked FPO.

© Copyright 1999, The Printing House, Ltd.



When printing black & white composite proofs from Quark select “Grayscale” in the output options menu.

A printed window of the shipping disk should be submitted showing all files in hierarchical form.



If you include multiple files on your shipping disk, all elements of each job should be grouped in a folder with the document to be output.



1) Printer Font



2) Screen Font

The above icons represent an Adobe Type 1 font. Adobe Type 1 fonts consist of two parts: 1) the printer font, and 2) the screen font. It is necessary to include each component for the font to work properly. Please be sure to include all fonts used in your documents and any fonts used in EPS files.

Avoid the use of style attributes such as bold, italic, bold italic, outline and shadow.



The above is the Quark Xpress® Style Menu. PageMaker® allows you similar functionality.

Transporting Your Files

Transporting electronic files in a consistent manner is very important. Please use the disk submission form supplied with this guide to ensure that all aspects of your job are clearly specified. In addition, a printed window of the shipping disk should be submitted showing all files in hierarchical form. All elements used in the creation of a document (artwork, scans and screen and printer fonts) should be grouped with that document either in a separate folder or by limiting single documents to one disk or cartridge. Each graphical element must have a unique file name.

Source File Submission

If you are submitting source files, (i.e. Quark™, PageMaker™, fonts, graphics, etc...) the elements you need to include on *or with* your transportable media are:

- Page layout files and any required Quark™ Xtensions or PageMaker™ Plug-Ins needed for your document to print.
- All printer and screen fonts used in your layout file and fonts used in EPS files. Limit font submission to only the fonts used in the document and EPS files that are placed in the document.
- EPS and/or TIFF files used in your documents that are to be output to film.
- Hard copy proofs (standards previously stated).
- Original artwork that was scanned on a desktop scanner that is FPO in computer layout document.
- Transparencies or reflectives that are FPO in document.

PostScript® File Submission

If you are submitting PostScript® files you *do not* need to supply any of the aforementioned items with the exception of hard copy proofs. If you would like more details about PostScript® submission of your publications contact your Sales Representative or your Customer Service Representative and they will put you in touch with someone who can assist you in properly creating PostScript® files from your page layout application.

Additional Submission Considerations

All graphics on a page layout should have either live electronic elements or accompanying copy.

It is not necessary to include FPO (for position only) desktop scans, unless there is some special effect that you have experimented with that you wish us to reproduce. In cases such as these, the FPO image helps us to understand what manipulations you have in mind.

Disks and cartridges containing your electronic files must be labeled to identify your projects. Please use unique, descriptive, attributes such as company name, publication name and date to ensure that your disks are easily recognized.

We thank you for taking time to read this document. We will be happy to answer any questions you may have regarding specific file submission issues that may not have been covered in this document.

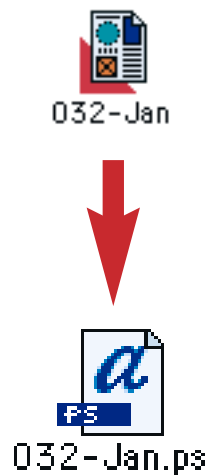
Flightcheck® is a registered trademark of Markzware, Inc. • Download Mechanic™, is a trademark of Acquired Knowledge, Incorporated. • Quark™ & QuarkXPress™ are registered trademarks. © 1996-1998 Quark Technology Partnership • Adobe, PageMaker, Acrobat, Distiller, and the Acrobat Logo are trademarks of Adobe Systems Incorporated. • StuffIt Deluxe™ is a trademark of Aladdin Systems

© Copyright 1999, The Printing House, Ltd.



When you print a document to a file (also know as "printing to file"), QuarkXPress™ (in conjunction with the printer driver) generates PostScript® code that describes the page layout of the document as well as the graphics and fonts (as specified) used in the document.

This single PostScript® file, if prepared properly, is an output ready file.



Customer Name: _____	Phone No: _____
Publication/Publications: _____	Date: _____
Sales Representative: _____	CSR: _____
Technical Contact (file preparation): _____	Phone No: _____
E-Mail Address: _____	FAX No: _____

Are You Ready for CTP?

Are you a candidate for Computer to Plate (CTP) production of your publication? Some of the issues surrounding CTP are outlined in the questions below. By answering the following questions as accurately as possible we can determine if you are ready to take your publications CTP. Furthermore, if you are not quite ready to take your publications CTP we can determine what changes need to be incorporated into your workflow to assure that your publications can be produced successfully.

1) Since Computer to Plate production requires a completely digital workflow it is important that we know how your publication will be submitted.

How much of your current workflow is digital? _____

Do you currently submit film, or all digital files to your prepress provider? _____

Do you accept film from your clients? _____

What kind of digital files do you accept from your clients? _____

2) Due to the short turnaround time on CTP schedules, timely submission is critical.

Do you consistently supply all of your files on time to your prepress provider? _____

Do you submit all of your files on the same day? _____

Are you equipped to submit timely and reliably in one complete submission? _____

3) Since film is not generated on CTP jobs, film proofs are not produced. If a proofing cycle must be included, digital proofs will be created.

What kind of proofing cycle do you require? _____

What kind of proofs do you expect? _____

What do you inspect your proofs for? _____

4) Are your Desktop publishing files created on the Macintosh or PC? _____

5) Preflighting your files is crucial to ensure the successful production of your publication.

Do you preflight your files prior to submission? _____

If you do preflight your files prior to submission, describe the process. _____

Do you have file submission guidelines in place for your customers? _____

Are You Ready for CTP? (cont.)

6) The way your scans are produced greatly effects the way your publication looks.

Are you currently satisfied with the quality of images? _____

How are your scans currently being produced? _____

What type and model of scanners are used? _____

What software is used for separations and editing? _____

What resolutions do you use for scanning images? _____

What density settings are used for Total ink and black generation? _____

7) The way you build your documents can affect how your publication is handled internally at The Printing House.

How do you name documents? _____

How do you number your documents and pages within documents? _____

Are your documents single page, multiple page, or a combination of both? _____

Do your documents include bleeds? _____

Typically, what size are your pages? _____

What desktop publishing applications do you use? _____

Do any of your publications print with spot color? _____

Do you plan to submit PostScript, PDF, or Source Files? _____

8) Supplying your files in a consistent manner is important to the successful production of your publications.

What type of transportable media do you use? _____

Do you have an Internet connection? _____

What speed is your Internet connection? (i.e. modem speed, ISDN, T-1, etc...) _____

9) Hard copy proofs are vital to ensure the integrity of the final product.

Do you consistently supply corrected, final hard copy proofs of files submitted for output? _____

What kind of laser proofs do you supply? _____

Thank-you for taking the time to answer the questions in this document. We want to ensure that the process of converting electronic data to printed material is a smooth and orderly process. Please call about any specific questions that you may have about Computer-to-Plate. We appreciate the opportunity to serve you!

THE PRINTING  HOUSE, Ltd.

Route 6 Box 2000, Post Office Box 310
Quincy, Florida 32351, Telephone 850/875-1500