The Seven Deadly Sins of Preparing Files for Printers

01) Missing or True Type Fonts. We maintain an extensive library of fonts for the convenience of our customers, but we don't have them all. While we do accept jobs with True Type fonts, please be aware that they can cause font substitution and re-flow problems. Use Type 1 fonts from recognized font foundries, and be sure to send copies of the screen and printer fonts along with the job.

02) Missing Graphics. Quark and PageMaker both have excellent features for gathering graphics to send to a service bureau. However, they do not collect embedded graphics in art programs such as Illustrator or Freehand. Avoid delays and poor output quality by making sure that the graphics you send us are the ones that were used in the final version of the job, and that all of your links are up to date.

03) No Hard Copy Sent with Job. Be sure to include a complete hard copy printout of the final job being sent to us. Color separated prints and a composite ensure that we understand your expectations. To avoid confusion, be sure that your hard copy reflects all last minute changes to the file. If our technicians see a discrepancy between your hard copy and file, they will need to seek clarification and this may cause a delay.

04) Multiple Names for the Same Colors and Extra Colors. Make sure that only the colors you will be using are present in the green color palette. For example, PANTONE GREEN CV and PANTONE GREEN CVC refer to the same color, but they are viewed by the programs as two separate colors and will print on different films causing an additional film charge. By printing a complete set of color separations to a postscript printer before submitting your job to us, (see #3 above) you can ensure that you are sending only what you want output.

05) Wrong Format for Graphics. RGB graphics and graphics saved as JPEG files will not work for color separations. Graphics must be saved in a CMYK TIFF or EPS format. LZW compression on TIFF files has also been known to cause problems when printing. Grayscale graphics must also be saved in a TIFF or EPS format. Graphics used must be of at least a 300 dpi resolution for high quality output. Low resolution graphics will produce poor-quality, bitmapped (jagged) images. Remember that high resolution graphics used at a significant enlargement become low resolution and will also produce bitmapped images.

06) Inclusion of Unused Files. When sending a job to a service bureau, include only the files necessary for that particular job. Extra files can cause confusion and delays. Also, keep a copy of the job at your location in case of file corruption or loss.

07) Wrong Program for the Type of Job You Are Creating. Using an art program to do a layout may increase the amount of time needed to image the job, driving up the costs. Use an art program to create art and logos and a page layout program to layout pages, letterheads, business cards, business cards, brochures, etc. We support major publishing programs such as InDesign, Quark, PageMaker, Illustrator, Freehand, and PhotoShop. Other programs may not have all of the features needed to produce your job for offset printing. Some programs allow us to convert or import the text to a page layout program, but this can cause additional charges and delays.

Progressive Printing