

# FILE SUBMISSION GUIDELINES



## THE FOLLOWING IS A GUIDE INTENDED TO ASSIST OUR CLIENTS IN PREPARING THEIR FILES FOR PRINT

Quoted prices are based on files that meet these standards. If our pre-press department needs to make an adjustment such as adding bleed, re-sizing, color adjusting or type changes there will be additional charges. **Changes will never be made without your approval.** If you have any questions about the following please contact your sales representative.

### Color

- Always use either CMYK or Pantone "Spot" Colors
- Convert all RGB photos and imagery to CMYK

CMYK is not the default for most software. Always check that you are in CMYK Color Mode.



Color is a very important part of your project, and ensuring all of your artwork is converted correctly saves time, money, and mistakes.

### Resolution



- 300dpi or higher

Images lower than 300dpi can create a less than desired print quality, even if it looks good on your computer screen. Low resolution files will look pixelated or blurry in print. Image size is particularly important when printing large-format products such as banner, posters, or displays.

### Preflight



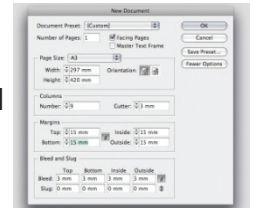
If included in your software, running preflight can help fix problems before you send them out.

Preflight identifies issues with colors, fonts, transparency, image resolution, ink coverage, PDF version compatibility and more.

### Size

- Submit art to trim size (see bleed specifications)
- Do not include crop marks

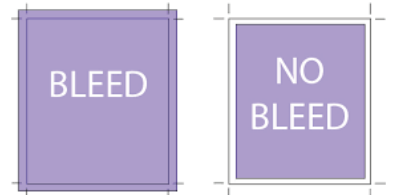
Sending your PDF in the actual file size ensures the final product is trimmed and finished correctly to your specifications. When printing with a bleed (see bleed specifications below), you should export your file utilizing the document set up bleed setting, rather than manually adding it to the final file size.



### Bleed

- 1/8" (.125")

Whenever your artwork flows off the end of the page you need to add a 1/8" (.125") bleed. This



covers any natural paper movement on press or in the trimming process, and prevents cut-offs that can leave you with unintended white borders.

### Fonts

- Outline all fonts

Outlining fonts is a step that is commonly overlooked.

Make sure to outline your text to prevent any text re-flow or font substitution. Alternately, you can provide a "press-ready" PDF with embedded fonts (embedded automatically within the X-1a settings).



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National City, CA 91950  
619-474-8626  
619-474-1858 Fax

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### Recommended File Formats

- Flattened PDF, Profile PDF/X-4

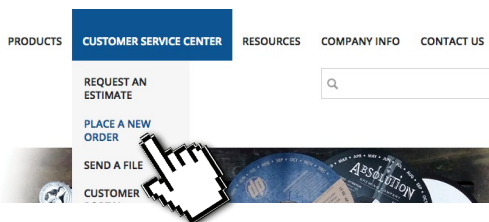


Properly prepared PDFs maintain your color profile, and are classified as “press-ready.” We also accept InDesign\*, Illustrator, Word, and even Publisher files, but additional costs may apply. Please be sure to check your proof carefully when submitting native files, as unintended changes can occur.

\* (include fonts as well as all linked files. If you are working in CC please save back to version CS5.5)

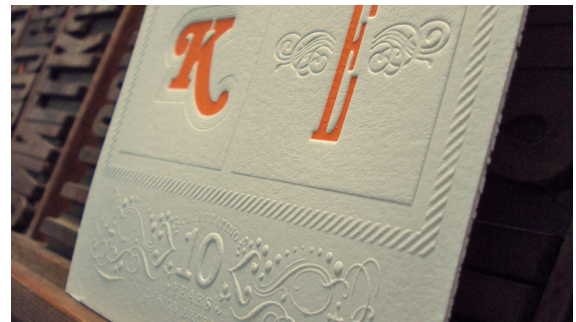
### Methods of Submission

- Email - Files up to 15MB
- Website - [www.defranceprinting.com](http://www.defranceprinting.com) under Customer Service, Place a New Order
- Disc or Flash Drive
- Please include a hard copy sample or a fax whenever possible. This helps us know exactly what you want.



### Letterpress Submission Guidelines

- PDF created in either InDesign or Illustrator.
- Separate colors into individual layers, use Pantone colors only, no CMYK or RGB.
- Make each printed piece or job a separate document.
- For letterpress art, line widths must be at least .25 point.
- Type smaller than 6 point may not reproduce well.



Files that are prepared correctly will produce more accurate color, eliminate missing fonts or images, and decrease your production time. Over all, proper file preparation allows you to create quality and consistent product at a reasonable price.

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