



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 file upload tab for details. 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 Quark Xpress or InDesign for laying out pages. This is especially important on multi-page jobs. The use of drawing programs like Photoshop, Illustrator or Corel Draw to lay out pages with photographs and columns of text is NOT recommended. These programs often require extra time to output files. They also tend to be a larger file size and are hard to manage. Use Illustrator for design and creation of logos and graphics for use as vector art, and Photoshop for all photos and line art.

We do accept files from Word, Excel, Powerpoint, Publisher and Corel Draw, however these programs do not always produce a quality final product.

Photographs

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 in your document to be the final trim size of a single page. If you want an 8.5 x 11 brochure, set up your pages to exactly that size. If it is a 4 x 6 postcard, set it 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. If you are designing a document that will fold, it is very important that you talk with Rapit Printing about exactly where the folds need to be in the document. Otherwise, you may have to redesign your document to fit the folding! 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 have 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 on a separate document. 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 layout program on a separate layer. Spot varnishes should set up as a separate spot color. Many customers prefer us to create the varnish plates to avoid problems. Be sure to tell us exactly what you want varnished. 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.

File Preparation

Include all layout documents and each linked/imported image. Include ALL fonts used in your document and any imported 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 placed EPS or TIFF images. This can save a lot of time should we need to edit or correct a file! A PDF of the final file is helpful. This is an important quality check point.

Using Adobe Acrobat

PDF is a technology from Adobe Systems that has become a standard file delivery format for the graphic arts field. To make a PDF in Quark or InDesign use the export to a PDF option. Use the highest settings to get the best results.