



Pre Press technical sheets

How to present artwork to Pre Press

We only use the major commercial programmes such as Quark Xpress, Indesign, Illustrator, Photoshop; Publisher and Corel for PC. Whilst we can print some jobs from Word, Excel and Powerpoint they are not dedicated print programmes and should be avoided. If you have older programmes such as Pagemaker then please telephone for assistance.

We advise that you send your artwork to us as a PDF file. The PDF standard means we can print that file with a high degree of confidence. If you send a file any other way ADDITIONAL CHARGES WILL APPLY.

In terms of supplying files to Pre Press, from application, there are different requirements for digital, large format and litho printing but in general the following guidelines apply to all.

- Do not leave your text boxes with a over-run symbol - if you do, we are obliged to check each one out, which will incur additional costs.
- Avoid using non traditional point sizes and leading or scaling fonts to suit - they may not print as expected particularly if you are using free fonts. We also advise not to use fonts that are free or from the internet - they are free for a reason. Only use postscript fonts.
- Do not artificially embold, italicise, outline, shadow etc. fonts.
Choose the specific bold font or italic font from the family. If you click a button to embold or italicise a font - it may not print as expected.
- Avoid setting text under 4pt.
- Do not track fonts more than -5
- Put a white fill in picture boxes.
- Do not leave run rounds on boxes.
- Do not touch the trap box information if you do not fully understand this complex area.
- Generally you cannot print white, it is not a colour in digital or litho printing terms.
- Do not use default black for large areas of black in litho printing -
Create your own black using 20% each of CMY and 100% K and call it Background black.
If you use black as a background in large format print, extra charges applied because of the ink saturation. Allow 2 to 4 additional days to dry.
- Switch colour your management OFF and DO NOT EMBED COLOUR PROFILES.
- Save all images as CMYK, same size at 300dpi.
For 200 line screen these will need to have been scanned at and saved at 350dpi.
- DO NOT RE-SAVE YOUR FILES TO A HIGHER RESOLUTION AND NEVER RE-SAVE A JPEG FILE.
- .jpeg files are NOT SUITABLE for high end printing and totally unsuitable for large format work.
- Ensure that you embed files are not RGB and all colours are converted to CMYK
- If using a Vector drawing programme outline all your fonts before sending.
- There are 3 sizes to any job.

The image size - this is the finished size of your job.

Print area - this is the area in which it is safe to go up to from the edge - generally 3mm smaller than image size on all sides.

Bleed size - this is the area in which the background 'bleeds' past the image size - generally 2mm larger than image size. IT IS EXTREMELY IMPORTANT TO ADD BLEED - WE WILL NOT PRINT YOUR JOB WITHOUT IT