



# Information Packaging

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**ELECTRONIC PREPRESS GUIDELINES**  
REVISED FEBRUARY 17, 2009

# FILE FORMAT SUBMISSION

IPC currently accepts native files created with the following programs:

- Adobe InDesign CS4
- Adobe Illustrator CS4
- Adobe Photoshop CS4
- Adobe Acrobat PDFs\*

**NOTE: Always include layered as well as flattened versions of files**

*\* If you wish to supply hi-res PDFs or postscript, please let us know and we can provide proper guidelines for the application being used.*

## ARTWORK DELIVERY

**Artwork may be submitted via:**

- E-mail (stuffed/zipped files)
- CD
- DVD
- Other portable media (Zip, USB)
- FTP (File Transfer Protocol)- Please contact your sales representative for information on acquiring a secure account on our ftp site. FTP client software is required to upload artwork.

Apple:

- Cyberduck-[http://www.apple.com/downloads/macosx/internet\\_utilities/cyberduck.html](http://www.apple.com/downloads/macosx/internet_utilities/cyberduck.html) (Freeware)
- Fetch-<http://fetchsoftworks.com/downloads.html> (\$25)

PC:

- SmartFTP-<http://www.smartftp.com/> (Freeware)
- CuteFTP-<http://www.cuteftp.com/cuteftp/> (\$40)

\*FTP files for download can be accessed through any Internet client (Firefox, Netscape, I.E)

## LASER PROOFS

Hardy copy **full size** laser proofs can be supplied if desired. Be sure that they are the most current version of the electronic files. Please be advised that laser proofs can be used as a guideline but will not match an uncoated or Tyvek job exactly. If reduced, please indicate percentage of reduction on laser. If submitting artwork electronically, fax hard copy ATTN.: Prepress at 315-986-4585.

## DIE LINES

It is okay to send your die line with the file, but it **MUST BE** a layer or element that can be turned off or omitted when printing. It **CANNOT BE** embedded in Photoshop, the PDF, or un-editable.

**NOTE:** Per customer request, we can issue master die lines to use as a template for building files.

## PREPARING ARTWORK FOR DELIVERY

Certain steps can be taken in order to ensure that IPC receives your artwork in the most efficient manner. Please be certain to include all necessary files including fonts, support art & native files. This can easily be done from InDesign (File/Package).



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# WINDOW DIE

If you wish to apply a type treatment around the window of your piece, please take manufacturing variabilities into consideration when designing your artwork. IPC suggests that type does not wrap around the entire window. Also, we typically suggest that type be rotated at a 20-45 degree angle, so that it is not centered on the window.

# BLEED AREA

We require 1/8" bleed from all fold, score and cut lines. Any designs or color blocks that bleed to the edge of a fold line must bleed over to the back by 1/8".

Designs, lines or color bands cannot continue from the outside side seams onto the back of the envelope. They can not be matched perfectly in our manufacturing process. However, a solid background color can be utilized. Please reference the master die lines for visual reference.

**NOTE: If providing a hi res PDF, be sure to include bleed, as the PDF will not be editable.**

# LIVE AREA

All copy and type must be positioned 1/8" from all cut, score and fold lines. That includes the edges of the outside side seam flaps on the back of the product.

**NOTE: Anything not marked FPO (For Position Only) will be considered live.**

# GRAPHICS

## •Format:

Please include all linked files in either EPS or TIFF format, avoiding PICT and Window BMP files. Save vector images (Illustrator & Freehand) as EPS files.

## •Scaling:

Avoid excessing image re-sizing in page layout programs. Enlarging an image more than 20% will degrade quality, while excessive reduction (less than 75% of original) unnecessarily increases file size and may crash the RIP.

## •Rotating:

Avoid rotating images in page layout programs, rather do this in Photoshop and re-save for import.

## •Resolution

It is important to remember that resolution in a raster image (Photoshop) is device dependent, and when scaling, the image resolution will be adversely affected. Where possible, image resolution should be 300 dpi, and not scaled up or down beyond 20% of the original size.

## •Saving/Exporting

When a Photoshop EPS is saved, it is important NOT to click on the options "Include Halftone Screen" or "Transfer Functions."

## •EPS Files

We can accept CS3, or earlier files. Note that transparency effects may not be honored. It is best to apply any 'ghosting' affects in Photoshop and flattening the image before importing into Illustrator. Embedded images cannot be edited if they are placed and saved as such in Illustrator. Please provide any an all support artwork, whether used in EPS or linked to the layout.

## •Hairlines

Do not use hairline rules. Make your thinnest lines at least .2 points wide and your thinnest dotted rules at least .4 points wide.



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# COLORS

Let us know what colors are to be generated as spot and what colors will be 4-color process. Also, if the piece will spot varnish, please indicate on your laser the varnish treatments you desire. If you have provided a color laser proof, be aware that the colors it represents may vary widely from the actual printed colors.

Where possible, derive all colors from support artwork files if job is not printing with a spot color.

## •Tyvek Printing

Subtract 10% screen value from desired output for tyvek printing only (On press dot gain of 10%).

## •Pantone Matching System (PMS)-1 & 2 Spot Color Printing

Choose colors from swatch books rather than from your monitor. All monitors display color differently, so the color you see on your monitor will probably not look the same on ours. Remember, you are seeing RGB rendering of a CMYK color, not the actual color. For best results, pick your colors from swatch books rather than from what you see on your monitor.

Make sure colors that are the same are also named in the same in all support applications such as InDesign, Photoshop, and Illustrator. PMS 185 is a separate color from Pantone 185 CV.

Unfortunately, the default setting is inconsistent between applications, so it is necessary to manually change the name in the originating application.

## • 4-Color Process Printing

Save all color photographs and vector artwork as CMYK if your job is 4-color

Never use RGB, HSL, Trumatch, Toyo, Lab or any other non-standard color models. Use only Pantone and CMYK colors.

# FONTS

Send ALL fonts used in your files. We may have a copy of your particular font in our font library, however, many different companies make fonts of the same name and they do differ. PostScript Type 1 fonts are preferred. Use TrueType fonts sparingly, if at all, since these do not print well to PostScript printers and imagesetters. Be aware that **Type 1 fonts consist of two parts**, a screen font and a printer font. Both must be sent with the files to print accurately.

If you have fonts in your vector EPS files, conflicts may arise when the file is output to film if the font is not sent with the artwork. We suggest **converting any text in EPS, Adobe Illustrator, and PDF files to outline (path) characters if possible**. The letter characters then become a graphic object and do not require the fonts to be downloaded to the output device.

Avoid using "applied" type styles-do not use the Control or Measurements palettes in PageMaker or QuarkXPress to make the type bold or italic. Always pick your bold or italic font from the font list. "Applying" a style in this manner will not always work when imagesetting, even if it appears to work on your laser printout.

DO NOT use Multiple Master fonts.

DO NOT color type smaller than 9 point, unless you are using a solid spot color or solid process color. DO NOT reverse out type smaller than 9 point.

Avoid using fine serifs typefaces smaller than 8 point (10 point for reversed out type).

**We hope you find these guidelines helpful in preparing your files for print. We also acknowledge that every job is different and may have issues that are not addressed here. Please feel free to contact your sales representative or the prepress department with any questions you may have.**



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