

Digital File Recommendations

Scanning, Images, Logos and Art

- Milford Printers uses films produced at 150 lpi/2400 dpi. This means raster images should be scanned at 300 dpi (600 dpi for line art images in bitmap mode). Increasing an image's setting to 300 dpi after scanning will not increase the quality of the scan.
- Images should be saved in **tiff** (without LZW compression selected) or **eps** formats.
- Avoid using Pict files and clip art, unless you can provide the original image file. They usually print poorly and are in RGB mode, so they do not separate correctly.
- Full color images should be saved in CMYK mode. One or two color images should be saved in grayscale or duotone mode. **RGB and Indexed Color modes will not separate correctly.**
- Images start to lose quality when enlarged more than 120% after placing them in your page layout program. To enlarge more than this, rescan the image at a size large enough to import the file at 100% or less.
- If you are using a small portion of an image, crop the image in Photoshop before placing it in your page layout program.
- If rotation is needed, rotate images in your photo/illustration program before importing them to your page layout program. This will reduce the size of your document and let you work and print faster.
- Line art is usually a vector graphic created in an illustration program. A logo or graphic is preferred as a vector (Illustrator/Freehand, etc.) file. Illustration files that are converted to raster (Photoshop) images are lower quality, and sometimes appear blurred.
- It is helpful to convert text used in an illustration program to "outline" or "paths." This eliminates the need for screen or printer fonts for this text. However, outlines would not be appropriate for small type sizes or large amounts of text.
- It is helpful if FPO (for position only) images are scanned at 100%.

Fonts

- Use Adobe type 1 fonts when possible (avoid truetype fonts) and include the screen and printer font files on your disk. **Include only the fonts used on your disk.**

Layout

- **Delete:** all unused items on pasteboard, unused colors in the color palette, and styles that contain unused fonts.
- All bleeds should extend beyond the final page size by 1/8" (.125").
- QuarkXpress books that include bleeds should be created in printer spreads if possible. QuarkXpress books should not use master page items or automatic page numbering.
- **It is helpful to us if you create your layout on a page that is the same size of your printed piece. For example, if you're creating a business card, use a page size of 3.5" X 2."**
- **It is helpful if PageMaker images placed for position only are placed in frames.** If working with an early version of PageMaker, place a keyline in the same position as the FPO photo. **If text wraps are needed, use the keyline instead of the photo.** This will avoid type flow problems when we replace the image.

Proofs

- Always print a laser proof and submit it with your files. If a file won't print on your laser printer, it will probably not print on our imagesetter.
- If your printed piece will be more than 1 color, print laser separations of all colors. The number of laser prints should match the number of colors in your printed piece. A full color piece should only produce cyan, magenta, yellow, and black laser proofs.
- Include all font, image, and layout files needed for your printed piece on your disk. If other unused files are on your disk, put them in a folder titled "old files" or "unused files."



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Electronic PrePress Order Form

CLIENT INFORMATION

Company _____
 Contact _____
 Day Phone _____ Fax _____
 Designer _____ Phone _____
 (Person who created files and disk)

Help us help you, by
 filling out this form
 when you prepare
 your next digital file

PLATFORM (Computer)

- Macintosh Windows
 (If you don't know which you have, it's probably Windows)

MEDIA SUPPLIED

- CD # _____
 Floppy # _____
 Syquest # _____ MB
 Zip # _____ MB
 Jaz # _____
 E-Mail # _____
 Other # _____

FONTS USED

Fonts (Type & Style)	Type (Adobe)
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Both Screen & Printer Fonts Needed

COLOR INFORMATION

Colors Used	Process	Spot
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

AVAILABLE APPLICATIONS

Mac

- Acrobat Corel Draw[®]
 Freehand Illustrator*
 InDesign* Pagemaker*
 Photoshop Quark XPress*

*Preferred ③ Problems

PC

- Acrobat Illustrator*
 InDesign* Pagemaker*
 Photoshop Publisher
 Quark XPress* Word[®]

*Preferred ② Can Not Color Separate

CHECK LIST

- Include a hard copy proof of all pages. (Both composite and color separated).
- Include a color proof on orders requiring multiple ink colors. **No color jobs will be processed until we have color samples.**
- Fax this form with a hard copy proof if files are emailed.
- Use only PostScript fonts. (Try not to use True Type and non-Adobe fonts.)
- Include both screen and printer font files.
- Send fonts used in EPS files.
- Use only TIFF and EPS graphics file formats.
- Include all linked files (TIFF & EPS).
- Save process color images in CMYK mode.
- Define spot and process colors correctly.
- Keep color names consistent between graphics and layout applications.
- Consult with Milford Printers on trapping requirements.

NO COLOR JOBS WILL BE PROCESSED UNTIL WE HAVE COLOR SAMPLES.