



**THE FLESH
COMPANY**
Innovation at Work!

Electronic Prepress

Specification Instructions

2009

APPLICATION LIST

Macintosh Applications:

- Quark 7
- Quark Passport 6
- Pagemaker 7
- Illustrator CS4
- Acrobat Professional 9
- Photoshop CS4
- Freehand MX
- InDesign CS4

PC Applications:

- Quark 7
- Pagemaker 7
- Illustrator CS4
- Photoshop CS4
- Acrobat Professional 9
- InDesign CS4
- Microsoft Office (text only)

FILE REQUIREMENTS

Raster Artwork Requirements:

- Images must be in a tiff or eps format.
- Image resolution of 300 dpi is required.
- Images must be in CMYK mode not RGB.
- Do not use LZW compression with image files.
- Do not save EPS's in DCS format.

Vector Artwork Requirements:

- Files must be saved in CMYK color mode or as spot colors.
- All fonts must be supplied (if used).
- If fonts can not be sent, convert fonts to outlines or paths.
- If file has links they must be included.

Font Requirements:

- Include all screen and printer fonts used in document.
- Do not create text with attributes, such as bold and italic, use the specific font (i.e. Helvetica Bold) not the option in the style menu for the attributes.

Acceptable Image Files:

- Photoshop images (tiff, eps).
- Illustrator images (ai, eps).
- Freehand eps.

PREPRESS SPECIFICATIONS GUIDELINES:

Email Specifications:

- All attachments must be compressed using Winzip or Stuffit. (PDFs do not need to be compressed)
- Please specify in your email what type of files are being sent. This helps when files are received without extensions.
- If possible, identify your Sales contact so we know who the files are intended for.

PDF Specifications:

- Do not send PDFs using RGB color specifications.
- Do not embed raster images into PDFs. Vector images are acceptable.
- Embed all fonts.
- Do not turn on security features in PDF. This renders the PDF uneditable/unusable to us.
- CMYK color PDFs are acceptable only when the job is actually printing CMYK. Otherwise, the PDF will need to use Spot Color specifications.
- PDFs need to be actual form size. Do not scale when creating the PDF.

FILES RECEIVED:

Native File Requirements:

- Include all fonts
- Include all images
- Do not embed links
- Build pages to actual trim size.
- Build publication in chronological order or as single pages to trim size.
- Layout files must be named with the containing page(s) built in the file name.
- Do not use /, {}, spaces, dashes or other symbols in file names.

FTP:

- Files can be received via our FTP site.
- Files need to include all supporting fonts and images.
- All files must be compressed using Winzip or Stuffit.

PROOFING POSSIBILITIES

- PDF digital soft proof
- Black and White Laser Proof
- Fax proof
- Epson 9800 SWOP standard color proof
- Epson 7900 SWOP standard color proof