



PROVIDING YOUR OWN PRINT READY ARTWORK

If you are intending to provide your own artwork, please follow these guidelines. You may be charged an additional artwork fee if your files are not set up correctly. To avoid delays please contact us to discuss your artwork if you're unsure whether it is in the correct format and is 100% print-ready - phone 03 5721 2829 or email hansen@netc.net.au.

PREPARING FILES

We prefer files to be created in professional layout software (we use Adobe Indesign, Adobe Illustrator and CorelDraw, but you can also use Quark or Pagemaker) then saved as a PDF with the following settings: resolution at 300dpi, fonts outlined, bleed (if required), and trim marks. Adobe Photoshop can be used, but work created in these packages should be placed into page layout software. Avoid designing complete documents in Photoshop - text and logos should always be added in a layout program to avoid rough or "pixelated" edges.

We can accept files created in Publisher, Microsoft Word*, or Excel*, but as there is a greater risk of text reflowing and image problems in these programs, they must be converted to PDF. Mostly these programs have an in-built PDF option (usually in the print menu). Otherwise you can download and install "Cute PDF Writer" from www.cutepdf.com (once installed, choose Cute PDF Writer in your print menu).

You should open the PDF file you created in Acrobat to check you actually get what you expected (Acrobat Reader can be downloaded for free at www.adobe.com/au/)

Files up to 6 MB can be emailed to hansen@netc.net.au, anything larger needs to be provided on CD or Memory Stick.

Microsoft Word is a word processor, not a professional layout program. Microsoft Word and Excel have no support for CMYK colour mode, bleed or crop marks (see sections below). These files are acceptable and suitable for Small Volume Digital Black & White or Colour Print but not for offset and spot colour printing.

COLOURS

RGB and CMYK are known as 'colour spaces'. RGB is the colour space used by digital cameras and computer monitors. Printing presses of any description print in four colours — cyan, magenta, yellow and black (CMYK). Wherever possible, please convert your file from RGB to CMYK. If you do not, then our software will do the conversion automatically, and the colours may dull.

Some of our jobs, especially our colour labels, are printed up to 6 spot colours – in this case, you will need to assign colour numbers from the Pantone Solid Coated Library (this option is not available in Word or Excel)

If you're unsure, please check with us which colour process is required for your specific job.

We have found that it is unwise to rely too heavily on the colour fidelity, or accuracy of inkjet printers. Many inkjet printers can produce highly saturated intense colours that cannot be matched in the digital or offset printing process.

FONTS

Please convert all fonts to outlines (also called curves). If this can't be done in the program you are using then make sure EMBED TEXT is selected in your export options when creating the PDF. In some cases, we may need you to supply original font files.

Always ensure black text is 100% black in the CMYK process, not a mix of CMYK.

PHOTO RESOLUTION

Resolution is the number of pixels within an image. The higher the resolution, the better the picture, however if you have too high a resolution it is not utilised and makes your files too large. We suggest making your photos at 300dpi when at full size.

Resolution has an inverse relationship with size – if you enlarge an image you lower its resolution and conversely, if you reduce an image you increase its resolution. How an image is originally attained will determine its resolution and what size it can be printed at in order to be clear and crisp.

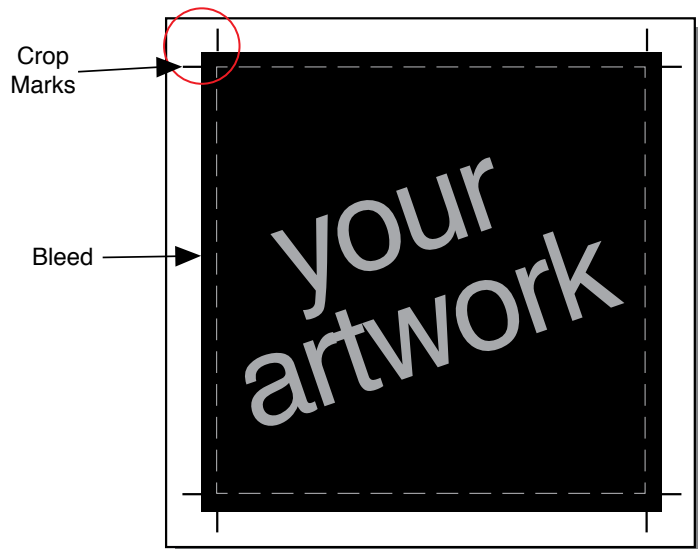
Try not to use images taken from web sites as they are usually only at 72dpi, and do not reproduce well.

SIZING

Please make sure the page size you choose in your page layout software is the same size your job is to be printed at. EG. Don't set a booklet up as A4 size if you intend on having it printed as A5 size.

BLEEDS & TRIM MARKS

If your job prints right to the edge of the pages, we require 3-5mm of bleed on your files. Your job is printed on a larger sheet than its finished size and then trimmed to size. Bleed is the area extending past your trim area and allows for a small amount of movement that may occur when your work is being cut to size. Please include trim marks to indicate where file should be trimmed. Make sure any text etc is at least 3mm within the trim area.



CHECK YOUR SPELLING

Don't forget to check your spelling, punctuation and grammar. Also double check all phone numbers and addresses. Run your spell checker. It is also a good idea to have someone else look at your work. Another set of eyes often sees something you've been looking at and missing. Often the longer you have been working on a project, the less likely you are to spot the obvious.