

Client Guidelines for Output-Ready Files

The purpose of this guideline is to assist you in providing trouble-free files. The first section outlines proper document setup for text, covers, and jacket files. Then we cover the process of creating PDF files. Last we give you suggestions on file verification and methods of file transfer to Thomson-Shore. If you follow these instructions accurately, it will help expedite the job through the production process.

Application File Setup for Text Pages

- 1) The document size in the page layout program should be equal to the trim size of your book. Select a facing page option if it is available. Setup the files with the actual margins you want in the book.
- 2) Prepare a “master” document to use as a template for subsequent files in the same job. Use the master pages, if available, for elements that appear on every page. Using guides at an enlarged view (400%) verify that the master page elements align from left to right pages, and are consistent on subsequent master pages. Otherwise these elements may not backup in the final product. Use the style sheets to apply consistent formatting throughout the job. You can setup fonts, indents, tabs, spacing, etc. within the style sheets.
- 3) All graphic files should be in a reliable format (TIFF, EPS, or PSD) to obtain good quality when imaging at high resolution. PICT, WMF, BMP and Paint graphics are not typically suitable for high-resolution output as they can be low-resolution bitmapped images. It is also not recommended to copy and paste graphics from one application to another. The graphics should be saved as TIFF, EPS, or PSD and placed/imported into the page layout program.

Avoid using pattern fills from applications such as Freehand. These fills may not be PostScript/PDF compatible and may cause processing problems. Typically the pattern will drop out, or may change to something else not intended. Thomson-Shore will not take responsibility for improper processing of pattern fills.

If you have halftone scans that you are submitting for output, we recommend that you have a press proof run (at an additional cost) to evaluate the quality of your printed photographs. Due to variables involved in producing high quality scans, we cannot accept responsibility for the outcome of your scanned images. Please review our guideline for “**Scanning Techniques.**” If you prefer that Thomson-Shore prepare the scans, we can do this in advance so you can place these images into your files. We call that a P-file, the following guidelines are available for this process:

Guidelines For . . . Preparing and Submitting Digital P-file Scanning, and Guidelines For . . . Proper Use of Digital P-file Scans.

4) When specifying line weights for rules, keylines etc., do not use the “Hairline” option. This option is resolution dependent (the higher the resolution the thinner the rule). Define line weights using 0.25 point or higher for rule lines.

Do not draw rule lines around the trim of the page in the application files. These are often left on the documents, and are very hard to detect by viewing a PDF file. If the file contains rule lines around the trim, it is likely these will not be found until the job is at press, and may result in a customer rework if the situation needs to be corrected. Under-trimming the books is another option, but we cannot guarantee that these lines will not show in the final product.

5) If your pages have bleeds, extend all the areas that bleed by .125" beyond trim size. Do not add bleeds by changing your page size in the application file. In an electronic file, bleeds should stop at the gutter, unless it is a double page spread.

6) Avoid using TrueType fonts. Although most output devices can now work with TrueType fonts as long as they are embedded in the output file, there are still some drawbacks of using TrueType fonts. Acrobat 4.x and above will honor licensing restrictions built into some TrueType fonts and may not allow them to be embedded in the file.

7) Be cautious when applying style attributes. It is possible to create a font on screen that will not carry over to the final output. If you have applied styles, ensure that this style is holding once you have created the PDF. Some applications may try to fake the stylized font by double stroking or slanting the base font, this can be very noticeable in larger type faces.

8) If editing software is being used to alter a font, be sure to give that font a unique name and font ID#. Because of the unpredictable nature of type after it has been modified by font editing software, we cannot be held responsible for errors in imaging type that has been altered in this way. We strongly suggest you run a test and request a full set of proofs to ensure the output meets your expectations.

9) The amount of pages in an application file is dependent on the type of book you are preparing. If your text is heavily illustrated you may want to break the files down into sections, usually by chapter. This keeps your file sizes more manageable and saves time working within the document. Books that are straight text are typically okay to setup as one file. On the other hand, do not create an excessive amount of files. This complicates file management and creates extra work when trying to process these files. You will incur additional charges if the amount of files exceeds 15 files.

For final file submission we request a PDF with all text in one file. Use the options in Acrobat to join individual PDF files.

10) Use good naming conventions for application files as well as graphic files. Avoid using duplicate names, this can cause linking problems and unexpected output. Give your application files a name that describes what pages are contained in the file; ie., pps_i-xii.QXD, pps_1-314.QXD, etc. Do not exceed 30 characters when naming your files.

Application File Setup for Cover & Jacket Files

- 1) Files should be setup to Thomson-Shore dimensions. We can provide a dimension sheet once a trim size, page count, and paper stock have been established. You can contact your Business Development Representative to get a dimension sheet, or you can calculate one on our website at www.thomsonshore.com. The front cover, back cover, and spine should not be separate documents.
- 2) Type or art that is not intended to bleed should allow a minimum 3/16" margin due to manufacturing variance. Any art that is intended to bleed off the edge of the cover should be extended 1/8".
- 3) Proof your files and lasers very carefully for spelling errors. Most programs have spell checking options. 90% of the corrections made at proof return stage are editorial corrections. Save money and time in the schedule by taking an extra few minutes to ensure files are correct.
- 4) Drop Shadows should be layered text boxes. Using layered boxes gives you more flexibility to change color and offset the shadow. InDesign and Illustrator have a drop shadow function that can also be used, but be aware that these can be low-resolution shadows if you do not set the rasterization options correctly.
- 5) Fonts that have the outline look should be created in Illustrator using "Create Outlines" or in Freehand using "Convert to Paths". Small or thin type may not be suitable to create outlines from.
- 6) Mac users, only use fonts that are available in the application's font menu, do not add style attributes to fonts within the application. You risk creating a font that doesn't exist. IBM/PC users, proceed with caution when adding style attributes to fonts. You may create a font that doesn't exist. Use a utility like ATM or Suitcase to determine what variants of a font are available.
- 7) Rule lines should not be specified as hairline as this is device dependent. Use a definite point size (0.25 or 0.3 pt) when specifying line weight. Rule lines within heavy coverage of a solid ink should be at least 0.5 pt. Anything thinner than this may plug when printed on press.
- 8) Avoid custom frames in QuarkXPress's Frame Editor, these may be bitmapped designs and will reproduce undesired effects.
- 9) Photoshop images should be saved as CMYK, grayscale, duotone, tritone or bitmap mode (as appropriate). We cannot separate or print from RGB mode. When converting RGB to CMYK there can be a change in color.
- 10) Label graphics as "Live" or "FPO" on laser proofs. Define colors correctly within the application, or indicate on proofs any adjustments that are needed. Lasers should indicate color breaks and any colors that are intended to overprint.

11) Mark any special effects on the laser proofs. When using Photoshop special effects, apply these effects to a high resolution scan. Otherwise it can be difficult to reproduce the desired effects unless specific step-by-step instructions are given. We can provide you a high resolution scan.

12) Color in the computer world is very tricky. Due to differences in color gamut on scanners, monitors, proofing systems and ink on paper, do not rely on a monitor or laser printer for accurate color.

13) Halftones, duotones, tritones, and color images should be 300 dpi and placed at 100% of size, however 300 dpi does allow for about a 30% enlargement.

14) Line art scans (1 bit images) should be scanned at 1000 dpi or higher and placed at 100% of size. The minimum resolution recommended for line art is 600 dpi and even at that resolution the art may look jagged. Line art that is scanned in the wrong mode, ie., as grayscale, will reproduce with unexpected results. You will typically see bad traps or stray dots around the outside of the copy.

15) All graphic files should be in a reliable format (TIFF, EPS, or PSD) for good quality when output at high resolution. PICT, WMF, BMP and Paint graphics are not typically suitable as they can be low-resolution bitmapped images. It is also not recommended to copy and paste graphics from one application to another. The graphics should be saved as TIFF, EPS, or PSD and placed/imported into the page layout program. PageMaker stored graphics should be submitted for processing.

16) As of January 2006, PageMaker documents will be converted to InDesign for processing. There is a \$60 flat fee for this conversion. Occasionally there will be reflow due to this conversion, if a laser is provided we will do what we can to match the laser. Pagemaker has been discontinued by Adobe, so we suggest upgrading to InDesign or QuarkXPress.

17) Thomson-Shore does not support CorelDraw. Save CorelDraw documents as Illustrator files before providing for production. This may introduce reflow, so provide a laser from the CorelDraw file for production purposes. We may be able to correct the reflow at an additional charge of \$60.

PostScript Conversion

1) Select either the “Print to File” or the “Print to Disk” option to create the PostScript files, not “Print to Encapsulated PostScript File.” Use the Acrobat Distiller PPD. Refer to our website (www.thomsonshore.com) for a copy of our guidelines for PostScript conversion for the following applications: PageMaker, QuarkXPress, and InDesign.

2) Include all downloadable fonts within the PostScript file whenever possible. (This creates a much larger PostScript file but having the font information built-in helps to ensure that the file will run trouble free.) TrueType fonts may only be used if they are included in the PostScript files, ensure that your driver setup is configured to include TrueType fonts.

3) If the job contains bleed elements, make the PostScript page size one inch larger than the actual trim size, with the page content centered on the oversized page. This way the bleed is not clipped at the trim. Do not turn on the crop marks as they often end up in the trim allowance and are at times difficult to remove. Provide margin information with the job, and we will position the pages based on this information.

PDF Creation

1) The industry as well as Thomson-Shore recommends that Acrobat Distiller creates the PDF file. There are utilities out there that export directly out of the application. If in the end Distiller is the engine that creates the PDF, then using that particular export feature may be fine. Do not use PDFWriter or PDFMaker, these are intended for online documents. If you are using a utility and are unsure of the final outcome, provide a test file to ensure compatibility.

2) Refer to our guidelines for *Configuring and Using Acrobat Distiller*. These will give you the information to accurately setup Distiller for high-resolution output.

Output-Ready PDF Submission of Text

For text files to be considered Output-Ready PDF, the files must meet these basic requirements.

A - Fonts must be embedded in the files. (see #2 below)

B - All art in the files must be for final output.

C - Files should only contain 1 color (black), if your document contains CMYK or RGB images, convert these to grayscale before creating PDF. Otherwise you may experience unexpected output.

D - Review and approve the file(s) before submitting for printing. Use the PDF for softproofing prior to sending it in for production. (see #1 below)

E - All copy must be submitted as PDF. Combine multiple files into a single PDF, there are functions in Acrobat for this. If more than 15 files are provided, you will incur additional charges.

F - Files without bleeds should be setup to the trim size of the book. Files with bleeds should be setup oversized without crop marks, and margin specifications provided.

G - All PDF pages are required to be same size throughout the document. Otherwise your pages may not back up. Consistency from page to page is important to ensure good page backup.

1) Once the PDF file has been generated, take an opportunity to view page by page on screen. Ensure that everything converted properly. Double check that style attributes held, images are in the correct place and page breaks remained as expected. This is the “Digital Master” and should be critiqued very closely.

2) Double check the fonts to ensure that these embedded properly. After paging through the document, check the font dialog. Acrobat will provide you this information. But different versions have this information in different menus. Look for Document Properties / Information. Sometimes the base 14 fonts will not embed; these are the Times Family, Helvetica Family, Courier Family, Symbol, and Zapf Dingbats. If

these are not embedded, you will need to recheck your Distiller or Export settings. If you can't figure out how to get them embedded, please contact Thomson-Shore and we can walk you through those settings.

What you do not want to see here is the AdobeSerifMM or AdobeSansMM or a substituted font, this means that Acrobat is introducing a substitution font that may not be anything like the original font. If this is happening, double check that the fonts are open and available to the system and that embedding is enabled in all phases of the Application to PS to PDF process.

3) There are stand-alone products that will perform preflighting on PDF files. The major player here is Pitstop from Enfocus. It will check font usage as well as image resolution. If you receive PDF files from other sources, it is recommended that you use a product like this to ensure the integrity of your files before sending them in for manufacturing.

4) Laserproofs are not needed for jobs submitted as Output-Ready PDF format. However, it is your responsibility to critique the files before sending them in for manufacturing. If you choose to send lasers, these should be printed from the final PDF files at 100%. *If the lasers are not printing at the correct size, look for a "Fit to Page" option in the Acrobat print dialog box. Deselecting this will correct this problem.*

5) Fill out an ***Electronic Prepress Data Sheet for Text***. These are available on our website or from your customer care team. If you are sending more than one file for the text, we will need a file directory that indicates what order the files are to appear in the book. Good naming conventions also aid in avoiding pagination errors when there are multiple files. You can provide the file directory on the back of the data sheet.

6) Copy the files to a supported removable media or send them electronically via FTP. For files coming FTP, we need to assign a log-in and password for the customer. If you are a compositor providing files for a mutual customer, you need to get the log-in and password from your customer. We have the following guidelines available for this step: ***Supported Removable Media*** and ***Connecting to our FTP Server***.

7) We encourage you to run a representative test of your PDF files, if you have any doubts about how your electronic file will image or for testing compatibility with our imposition software. There are no charges for this service, but please allow us 5–10 business days to return the results of your test. Refer to our guideline, ***Client Guidelines for Electronic Prepress Test Jobs*** and provide us with a statement of intent so we understand your expectations.

Limit of Liability: Thomson-Shore limits the liability for loss of data, disks, or any removable media to the replacement of like quantity of media submitted. Please label all disks and materials. Provide us with a copy of your file(s), never the original. Always keep a back-up copy of your work.