

The following are general guidelines for preparing your Macintosh files for image output at Donihe Graphics. Please call for further information on printing from DOS or Windows disks.

Program Availability

Donihe Graphics has the following application programs available for use with your files. Please call us for other possibilities if your application software does not appear in this list, or if you are using a different version from the ones listed. As an alternative, you may wish to import your artwork into one of these applications.

Name	Version	Use
QuarkXPress	5.01	Page Layout
PageMaker	7.0	Page Layout
Illustrator	10.0	Drawing
Freehand	9.0	Drawing
In-Design	2.0	Graphics Suite
Acrobat PDF	5.0	PDF utility and viewer
Photoshop	7.0	Image manipulation

Drive Availability

Donihe Graphics is prepared to receive disks and tapes in the following formats. We have sources available for other media so please call if your format is not shown.

- CD-ROM
- DVD-ROM
- Super Disk
- JAZ Disk
- ZIP Disk (100, 150 and 250 MB)
- 3.5" Floppy Disk

FTP Site

For maximum speed and convenience to keep your project on track, Donihe Graphics has an FTP site for broadband transfer of your files. Please contact your Customer Service or Sales Representative to set up an account.

General File Preparation Tips

Note: Send a copy of the necessary files; keep your original files in case of corruption or lost shipments.

Page Layout

Build your file to exact trim size and pull out bleeds to at least 1/8" past final trim size. Setup pages in sequential order with facing pages button on (i.e. 1 through 8 for 8 page catalog). This will show facing pages in order for proper crossover alignment. Do not create in spreads.

Fonts

We maintain an extensive set of fonts, however it is not possible to have a complete set from every manufacturer. Do not apply the steles command to any font you use; use the actual font in the desired weight. (For example: use Helvetica Bold Oblique, not Helvetica with the Bold and Italic style commands applied)

Color Selection

When selecting colors for use in your document, it is recommended that you use a Pantone Matching System (PMS) process color swatch book, or a TrueMatch process color swatch book. The swatch books will provide accurate representations of how your colors will print. Your monitor will usually not display the accurate colors and should not be trusted for precise color control and final color decisions. Also, be sure to use the correct book for coated or uncoated paper when evaluating PMS colors.

Process and Spot Colors

Please be sure to define all colors as process colors and not spot colors (PMS), unless you intend to use the actual spot color on your project. Donihe Graphics can print a maximum of 5 colors including varnish on our web press, and a maximum of 6 colors plus aqueous coating on our sheet-fed press. Therefore, process color jobs can only add 1 color on the web and 2 on the sheet-fed press.

When using spot colors, make sure they are named exactly the same throughout all programs used to



create your job. HINT: Create your graphics in Photoshop, Illustrator or Freehand first, and place them into your final file, then use the color that appears in the color palette to color-break your file.

Laser Black and White Copies

Please provide a composite and separated set of lasers with your disk. Printing separations ensures that all elements are separated on the correct plate. When separations are being printed on a laser printer, print them as positive to save toner and scale your document to fit the paper including printer's marks and file information. Your separated lasers should provide a page for each of the CMYK colors and each spot (PMS) color you intend to print. Donihe Graphics will output lasers on FTP transferred files.

Printing Color Lasers

Though many of today's color printers generate excellent detail and bright colors, few generate consistently accurate colors when compared to process color printing. We recommend using the Pantone or TrueMatch swatch books to see how the colors you select will be reproduced with process inks on press.

Linked or Placed Graphics

Once you have linked or placed a graphic item or photo in a document, do not change its name; doing so will cause that item to be listed as missing during the Pre-flight process. If you must alter the graphic item or photo after it is linked or placed, re-link or delete and replace the original item in the document with the revised item. Please include all images placed in final document, even if they are embedded in PageMaker or Illustrator. All support files should not be saved with any compression, particularly in an LZW format.

Scan Formats and Resolution

All scans on your disk that you wish to use should be converted into the CMYK mode (not RGB) prior to placement in your layout program. Tiff, EPS and DCS image files are recommended. If a DCS file is supplied, be sure to supply all 5 files created by this image format. LZW compressed files are discouraged due to the time required converting to a usable format.

As a general rule 300 DPI is acceptable for photo scans and 600 DPI or greater is recommended for line scans. The best results in terms of image quality and minimal file size is to determine the percentage of

enlargement desired prior to scanning; then scan the image enlargement ratio by 350. For example – an image enlarged by 300% should be scanned at approximately 1050 DPI.

Donihe Graphics has a Linotype-Hell Chromagraph 3700 drum scanner to provide the absolute highest quality scans and flatbed scanners for line art. We can scan transparencies, slides, photo prints and reflective art. If you are having us scan for you, we recommend creating a low-res black-and-white scan to use as FPO (for position only); this will allow you to show proportions and desired cropping. We are more than happy to provide these if you do not have scanning capabilities.

Line Weight

All line weight should be defined as 0.25 point or greater. Never select hairline weights since they will probably not reproduce well. Some programs define hairline as 1 pixel, in such cases the line would try to print at 1/2540", which may be invisible and not print at all.

Total Ink Coverage

Uncoated or matte paper should have total ink coverage limited to 280%; coated and gloss paper to 320%. Total ink coverage refers to the allowable ink values in the darkest areas of photos and screen tints. The total percentage of all four process inks (cyan, magenta, yellow and black) is added together to determine the total ink coverage.

Clipping Paths

If you intend to place your silhouetted object on a background in another program, consider combining the image and background into one image in PhotoShop. Please keep all necessary paths as simple as possible.

Vector Images

Click on "Include Placed EPS Files" if scanned images are placed in document.



Program Specific Information

QuarkXPress

- Spell Checking - There is no more important step in producing a document than proofreading. Using spell checker is an excellent tool, however, don't rely on it blindly. If your error is really a word the spell checker will not identify it as a problem. Among the items to check closely are Company name and address, phone and fax numbers and proper names. A small typo in the text can often be overlooked until the next printing; however, a misspelled company name and contact information may render the job useless.
- Colors – Each color in your document should be defined as CMYK, process separation on, unless you intend to print spot (PMS) colors.
- Files –
 - Please include a copy of all tiff and EPS support files used in your document along with a copy of your Quark file
 - Never send your original files; keep them for your records
 - Print out a list of all files included (use the disk as the source to insure accuracy)
- Lasers –
 - Output laser proofs of the most current version of the file sent on the disk; using your disk as the source assures this step
 - Composite and separated proofs are recommended to help assure there are no missing items and everything is printed in the colors desired
 - Scale proofs to include printer's marks and file information
- Label all disks

CorelDraw

- Please save files in PDF format and include all fonts and images in the PDF file

In-Design

- Please save files as an EPS – level 2 option. Be sure to include all fonts and images in the EPS file.

PhotoShop

- Convert all color files to CMYK mode
- Black & White halftones should be saved in grayscale mode
- Line Art should be saved as bitmap mode tiffs
- Please do not save halftone and transfer function information in an EPS file
- Binary Tiff files are the preferred format
- Files should not be saved in compressed format, especially LZW

PageMaker

- Colors – Each color in your document should be defined as CMYK, process separation on, unless you intend to print spot (PMS) colors.
- It is recommended that graphic files are linked to, but not part of your document file
- Be sure to include copies of all graphic files even if embedded in PageMaker files.

Freehand and Illustrator

- When saving files from Freehand, be sure to save as "editable EPS"
- For Illustrator, save files as "Illustrator EPS". Click on "Include Placed EPS Files" if scanned images are placed in the document
- Be sure to include copies of all graphic files even if embedded in Illustrator files

Disk Checklist

- Disks labeled and locked?
- Printout of files included?
- Support files included?
- Composite and separated lasers included?
- All Tiff and EPS files saved in CMYK process color mode?
- Bleeds should extend a minimum 1/8" beyond the actual document trim size
- Items not intended to bleed should stay 3/8" to 1/4" inside document trim edges
- Proofread document carefully, especially company information and proper name

