

suite artwork supply guide

suite creative artwork supply guide

• Introduction

It's vitally important to properly prepare your documents and their contents to ensure that the final PDF has the best chance of being correctly output and passing delivery pre-flight.

The guidelines listed below will help you ensure your pdf meets our requirements.

Page Layout Applications - Quark or Indesign

- **Page Sizes - Newsprint:** Your document size must be the same as your required final trimmed dimensions and should be supplied with NO crops or bleed.
- **Page Sizes - Magazine:** Your document size must be the same as your required final trimmed dimensions and should be supplied with WITH crops and bleed. To do this create a custom paper size in your page layout application which is the trim size of your document and when creating your pdf allow for registration marks and bleed.
- **Fonts:** Check that all the fonts are installed. Delete any instances of fonts that are present in the document but not being used. Check with the publication before using TrueType or OpenType font formats to ensure they will output correctly.
- **Transparency Flattening:** InDesign's creative effects, such as drop shadows and transparency, rely on effective flattening of the file before output, otherwise the final output will often encounter problems. To do this make sure that the transparency flattener preset is set to High Quality before printing or exporting the file.

Digital Images

- **Colours Spaces:** Files can be in DeviceGrey, DeviceCMYK, DeviceN or Separation colour spaces, but must only include cyan, magenta, yellow and black separations. Any objects in Device RGB, Calibrated RGB or LAB must be converted before being imported into a layout application.
- **Ink Weights - Magazine:** The combined colour values of the four process colours should not exceed 310 per cent
- **Ink Weights - Newsprint:** The combined colour values of the four process colours should not exceed 240 per cent
- **Resolution and size:** Colour or greyscale continuous-tone images should be saved at 300dpi and bitmaps at 2400dpi, at a proportional print size relevant to its final size on a page.

NOTE: try to carry out any major resizing in Adobe Photoshop rather than in your page layout application as this adds to potential output problems. Remember that digital images will proportionally increase or decrease in effective resolution if made smaller or enlarged on a page. For example, a placed 300dpi image reduced by 50 per cent will have an effective resolution of 600dpi; the same image enlarged to double its size would effectively be 150dpi. This does not apply to pure vector artwork.

- **Formats and Compression:** Ideally files should be saved as TIFFs, but JPEG compression can be used as a transmission format to speed up delivery times by reducing the file size.

NOTE: It is recommended that RAW files from digital cameras or Adobe Photoshop .PSD files are not used, as these are working formats which can produce unexpected results if not properly handled. Zipped or Stuffed compression formats should not be used.

- **Vector Illustrations:** Files originated in Adobe Illustrator or Macromedia Freehand should have all fonts embedded or outlined. Their colour space should be set to CMYK and in Illustrator all transparent elements must be flattened.

NOTE: In Illustrator the rasterisation must be set in Effects>Document Raster Effect Settings set to CMYK and 300dpi. Freehand uses the native resolution of placed images and relies on their resolution being of sufficient quality, so does not need to be configured.

Creating the PDF file

- We recommend that the Pdf is created with Acrobat Distiller using the PDF/X-1a settings.

You can export the file as an eps file or print the file as a postscript file from your page make up application. Then drop either file into Acrobat Distiller with the default settings set to PDF/X-1a.