



RIVER CITIES PRINTING

"Meeting Your Needs...Exceeding Your Expectations."

PRE-PRESS GUIDELINES

Type of Files Accepted

We accept high resolution CMYK or Spot Pantone PDF files (press quality setting) with all fonts embedded. JPEGS are normally low resolution and will not print well and are not recommended. We can work with EPS and TIFF files as well as native InDesign, Illustrator and Photoshop files.

Scan Formats and Resolution

All scans that you wish to use should be converted into CMYK or Grayscale Mode prior to placement in your layout program. As a general rule 300 dpi is acceptable for photo scans and 600 dpi or greater is recommended for line scans. Avoid using graphics and logos downloaded from the internet. These are poor quality, usually only 72 dpi which causes them to have a "halo" of dirt around when printed. We do not recommend using jpeg's created from programs other than Photoshop because they are generally low resolution and very pixilated if not saved in a high quality format.

Line Weight

All line weight should be defined as .25 point or greater. Never select hairline weights since they will probably not reproduce well. Some programs define hairline as 1 pixel, in such case the line would try to print at 1/2540", which may be invisible and not print at all.

Fonts

All fonts must be embedded in the high resolution (press quality) PDF file. It is recommended that you do not use typeface less than 5 pts, because it may be unreadable. We do not recommend color type smaller than 9 point, unless you are using a solid spot color. "Building" on a non-solid color requires dots of various colors, and these dots in small type degrade the sharpness of the type.

Total Ink Coverage

Uncoated or matte paper should have total ink coverage limited to 280%, coated 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 (CMYK) is added together to determine the total ink coverage.

Image Size

For a Stick-On Ad the image area should be 1/8" inside the finished product size to avoid type cut off.

For an insert the image area should be 1/4" inside the finished product size to avoid type cut off.

FULL BLEED SPECIFICS:

Include crop marks on PDF file to show where trim is expected.

STICK-ONS: Allow additional 1/8" on all sides that bleed.

INSERTS: Allow 1/4" additional on all sides that bleed.

Finished size for Inserts that bleed is 8.25"x10.5" after trim.

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.

Another thing to watch when mixing colors: If you expect a true yellow then use 100% yellow with no additives. For example: Do not mix 5% Cyan with 100% Yellow on your color palette, the end result will be a light lime yellow. If you expect a true red use 100% Magenta and 100% Yellow with no additives. Adding Cyan or Black will cause it to be darker or muddier looking.

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. We can print a maximum of 4 PMS colors.

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.

Graduated Screens cannot drop off to 0%. Please keep screens at 3% or more. Screens over 95% may appear as solid colors due to press dot gain.

Electronic Submission of files:

PDF files under 5MB: email to orders@rivercitiesprinting.com

PDF files over 5MB send to FTP site:

<ftp01.rivercitiesprinting.com> • ID: rivercities • PW: printing

Contact our Pre-Press Department with any further questions 304-526-2735