

Please read the following information so that we can process your job efficiently and correctly. Failure to follow these guidelines will result in delays to your job and extra charges may apply.

FONTS

- **All fonts should be supplied.** Failure to supply fonts can result in your job being delayed and/or a possible font replacement surcharge.
- **Be careful when "styling" type.** (Example: ITC Eras Book styled Bold may not output properly since this font simply does not exist.) To be safe, pick fonts directly from the application's font picker, do not style type.

IMAGES

- Do not save TIFFs with **LZW compression** on. These files separate unpredictably and have to be re-saved without compression.
- Keep in mind that **JPEG is NOT** a "lossless" compression technique. If high quality images are important to you, do not use JPEG compression.
- When saving EPS files in Photoshop, **do not include halftone screen or transfer function.**
- In **PageMaker**, when placing graphics/images, **do not include complete copy of image in publication**, keep a link to the file (but make sure that file is supplied to us). Do not attach a runaround to your FPO scans.
- **Try to avoid "nesting" images** – for example, placing an Illustrator EPS that contains a placed TIFF image into your layout program.
- **Avoid** the use of **Metafiles (.CGM and .WMF)** on PC files and **PICT** on Mac files. Also **avoid GIF's and PNG's** as they are specifically geared to the internet. **TIFF's and EPS's behave most consistently** when outputting computer-to-plate.
- **Always import or place** files instead of copying and pasting between applications. In case there are any problems or changes required, **supply these linked files with your job.**
- If you have full colour images, make sure that they are in **CMYK mode**, and not RGB or Indexed Colour. Test laser separations will show proper colour CMYK images printing on all four plates. RGB images will print only on your black separation.

SCANNING

- We will not scan any image that will infringe copyrights.
- If you are supplying your own high resolution images (colour scans, halftones [grayscale], duotones, etc.), your **resolution** should be between 1.5 and 2 **times** your desired line screen ruling (**lpi**). Typically, **300 dpi (ppi) at final output size** will work fine.
- Bitmap (b&w) **lineart scans** output optimally at **1,200 dpi (ppi)**.
- If you are supplying originals for us to scan, please **mark their sizes (in %) on each original** and where they go on your lasers.

COLOURS

- For files that are being printed, **avoid** mixing colours with the **RGB** colour model.
- **Avoid mismatching colour names** between applications. This may result in extra colours in your job. Printing laser separations will aid you in identifying these extra colours.

OUTPUT PROGRAMS

- McCallum Printing can output files from a variety of software applications and platforms. For high-end full-colour work, we find that **Adobe InDesign, QuarkXPress and Adobe Pagemaker** work best. We also accept **Freehand, Illustrator, CorelDraw**, and others. Please call us if you have any questions regarding output possibilities. Remember to allow sufficient time in advance for testing "uncommon" applications.

- **Microsoft Word, Works, Powerpoint and Corel Wordperfect files** generally do not support proper colour separations and therefore pose many problems when outputting computer-to-plate in multi-colour situations. They are, however, acceptable for black-and-white or composite output (such as outputting to a digital copier) as well as for full-colour CMYK process where colour control/accuracy is not required.

SUPPLYING PDF'S

- The workflow at McCallum Printing requires supplied PDF's with bleed to **show registration marks and bleed**. A 12-point offset for the registration marks works best with a minimum of 1/8" bleed. Therefore, a properly supplied letter size PDF with bleed will result in a PDF page size of 9.5 inches by 12 inches showing both bleed and registration marks.
- When distilling your files to PDF, please use the **"Press Quality" or "Press Optimized" settings** that are included as one of the default settings in Adobe Acrobat Distiller.

MISCELLANEOUS

- **Include an accurate hard copy.** Old versions of hard copies that do not match your file can easily cause confusion and possible delays. Please specify at what percentage the hard copy is printed at (if not at 100%), along with an indication of colour breaks.
- In **complex colour jobs**, please supply **laser** hard copy of **separations** showing page information and colour names.
- When sending **email**, always **compress** using programs such as Winzip or Stuffit, etc. **Please fax us confirmation along with hardcopy.**
- When uploading to an **ftp site**, always **compress** your files beforehand using programs such as Winzip or Stuffit, etc. **Please fax us confirmation along with hardcopy.** For our regular customers, McCallum Printing Group would be pleased to provide you with your own private FTP folder on our FTP server. Please call your sales representative for more details.
- **Build your documents to the trim size.** Do not put in your own crop marks, let the output program do this for you. An exception to this is presentation folders or jobs requiring special die-cutting. Please build your dielines in a separate spot colour and use dashed lines to indicate folds.
- In multiple-page documents, **do not build reader spreads on a single page** in your application because this hinders impositioning.
- **Avoid certain characters in filenames.** The following characters can pose problems with certain operating systems and are best avoided: \ (backslash), / (forward slash), : (colon), * (asterisk), ? (question mark), " (double quotes), < (left angle bracket), > (right angle bracket), | (pipe).
- If you have any questions or concerns, feel free to call, fax or email us. **We will do our best to help you.**

CHECKLIST FOR SUCCESS

- All fonts used in job are supplied.
- All linked elements used in job are supplied.
- An accurate composite hard copy along with laser separations for multi-colour jobs are supplied.
- Output Request Form (opposite side) filled out as complete as possible.
- Tips & Tricks on this page read and job adjusted accordingly.