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ELECTRONIC PREPRESS GUIDELINES

Purpose Of This Guide

With the revolving world of electronic prepress and the new challenges that designers and printers are facing everyday, training and education has become the number one priority.

The learning curve for customers and printers has increased dramatically; clients and businesses cannot afford to have costly mistakes and unwanted surprises. We have highlighted some key topics in order to assist you on questions that you may have. By following these simple guidelines, we can make your life easier by taking the hassle out of your printing projects.

FILE GUIDELINES

Applications

Aradius Group will accept files from both Macintosh and PC platforms. We keep up to date with all graphics applications and versions. To make sure we are on top of the game, ask your Aradius Group Account Executive to confirm that your software is compatible with ours.

Preflight

Preflighting checks for errors in your document and can save you time and money. Some applications have built-in preflights that can run on the file. If you need some direction on how to start this process, please contact your Aradius Group Account Executive and they will put you in touch with the right person.

Collection Of Your Files

Collecting a job for output is very important. This helps you in getting all the files associated with your project to Aradius Group. When sending files, please provide a hard copy of your final document so we have something to compare. (Preferred File Type: PDF)

Quark XPress — Go to "File" > Collect for Output

Adobe InDesign — Go to "File" > Package...

Creating PDF Files

Please refer to Page 5 of this guide for PDF specifications. (Preferred Format: PDF/X-1a:2001)

Send Us Your Files

You may send us your files via CD/DVD, e-mail (if under 5MB), or use our secure FTP site at www.transfer.omahaprint.com. Please refer to Page 11 of this guide for FTP instructions.

FILE PREPARATION

Bleed Requirements

If you have any objects printing to the edge of the page, we require these objects to have bleed set at least 1/8-inch. If a bleed is required, set your PDF file 1/4-inch larger than the final trim size. (i.e. If document is 8½" x 11", the PDF size should be 8¾" x 11¼"). If no bleed is required, then make your PDF its final trim size. Please do not include crop marks on your final PDF file.

Color

4 Color Process (CMYK) should be used. Convert all "spot" colors to process before creating your PDF if you are printing on our Digital Offset Press. If your files require printing with a "spot" color, use the Pantone Color naming convention. Please delete all unused colors in your document. (Rich Black Recipe: C:60%, M:40%, Y:40%, K:100%)

Fonts

Avoid font styles (subset fonts). Use the actual font by name if you want your text bolded or italicized (i.e. "Helvetica Oblique"). No type smaller than 7 points should be used.

Images

Resolution – All images should be at least 300 dpi when used for printing. Images pulled from the internet are typically 72 dpi (low-resolution). Line art should be at least 1200 dpi.

Color – All images being used in your document should be converted to CMYK.

Ink Density – Keep the maximum ink density at 300.

Compression – Do not apply compression to files (e.g. JPEG or LZW).

Variable Data

If your job prints with variable data, please set up the objects in your file exactly the way you want them to appear. (Position, Color, Font)

GUIDELINES FOR CREATING PDF(S)

The learning curve for customers and printers has increased dramatically; clients and businesses cannot afford to have costly mistakes and unwanted surprises. We have highlighted some key topics in order to assist you on questions that you may have. By following these simple guidelines, we can make your life easier by taking the hassle out of your printing projects.

To avoid potential problems and delays, Aradius Group recommends that you submit a high-resolution PDF file, more specifically a PDF/X-1a file. Creating PDFs properly will save you time and money.

Submitting High Resolution PDF/X-1a Files

Q: What is a PDF/X-1a file?

A: There are many different “flavors” of PDF files that can be created. PDF/X-1a is a “flavor” that was specifically developed for the graphic arts industry and is intended to create a smoother and more predictable transition from the client to the printer. PDF/X-1a has also helped reduce and eliminate the most common errors in file preparation today.

Most applications have the ability to directly export your document to a PDF/X-1a format. We have highlighted the most common applications and this document will guide you through the procedures for each application.

The Macintosh platform is shown here, however, these procedures can easily be duplicated on the PC. If you have other applications that you need to produce a PDF from, please contact your Aradius Group Account Executive.

Export Instructions

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BEFORE CREATING YOUR PDF

Aradius Group has developed the following checklist of specifications to guide you through the design process and to ensure that your files are printed correctly. The checklist is going to help minimize delays to avoid unnecessary changes.

Checklist

If you have any objects printing to the edge of the page, we require these objects to have bleed set at least 1/8-inch. If a bleed is required, set your PDF file ¼-inch larger than the final trim size. (i.e. If document is 8½” x 11”, the PDF size should be 8¾” x 11¼”). If no bleed is required, then make your PDF its final trim size. Please do not include crop marks on your final PDF file.

Document

- Document set up should be in single pages (NO printer or reader spreads)
- All bleeds should be 1/8-inch minimum if document bleeds
- Keep copy at least 1/4-inch away from final trim edge

Fonts

- All fonts should be available when you create your PDF
(This will ensure that all fonts are embedded properly into your PDF)
- Ensure you do not have 4/color black text
- Black text should be set to overprint when placed on top of color images
Quark XPress – Window menu > Trap Information
InDesign – Window menu > Output > Attributes

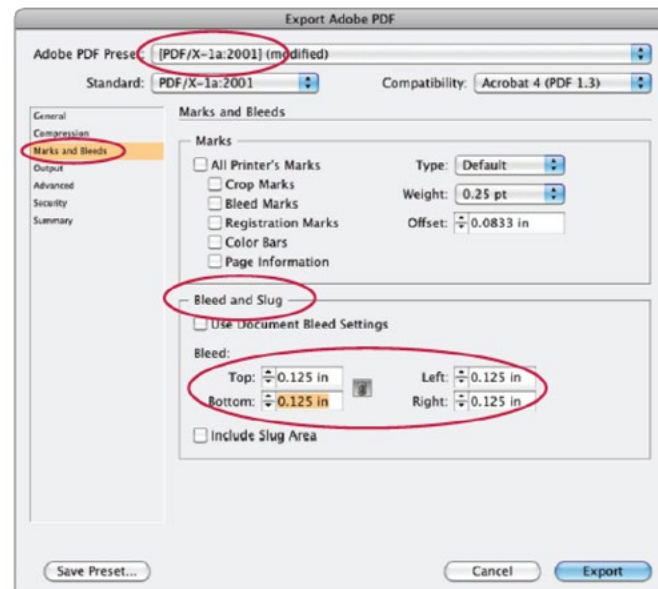
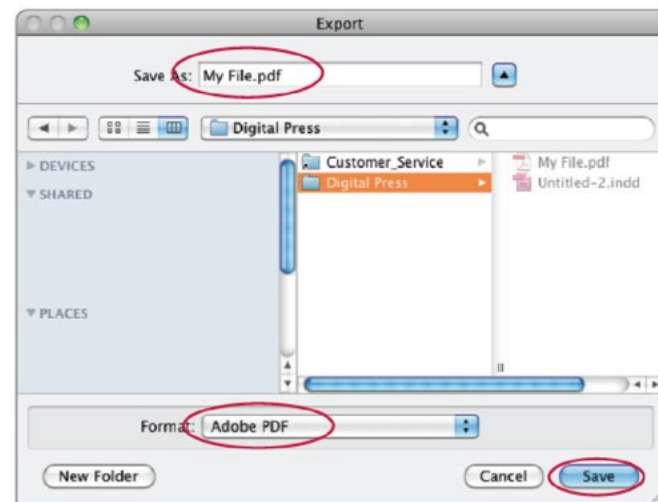
Images

- Resolution for color and grayscale images must be between 266 and 300 dpi
- Bitmap images should be at least 800 dpi
- Covert RGB images to CMYK or grayscale
Photoshop – Image menu > Mode > CMYK or Grayscale

ADOBE INDESIGN

InDesign versions CS4-CS6 have a built-in PDF/X-1a preset.

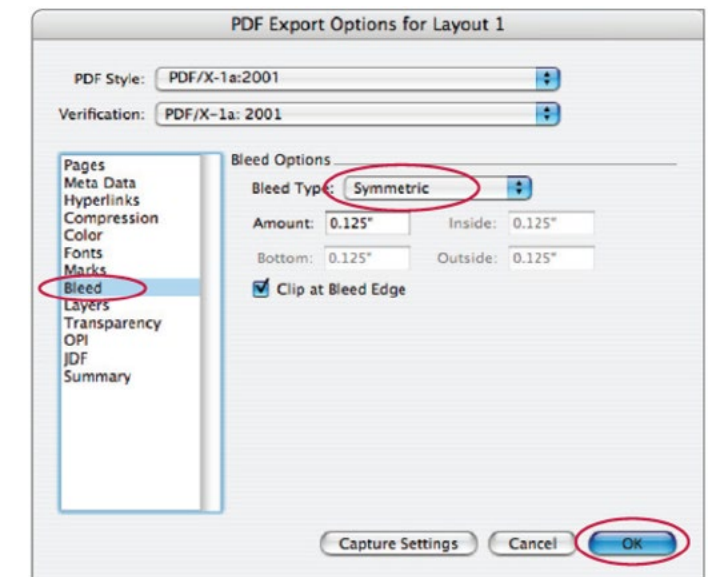
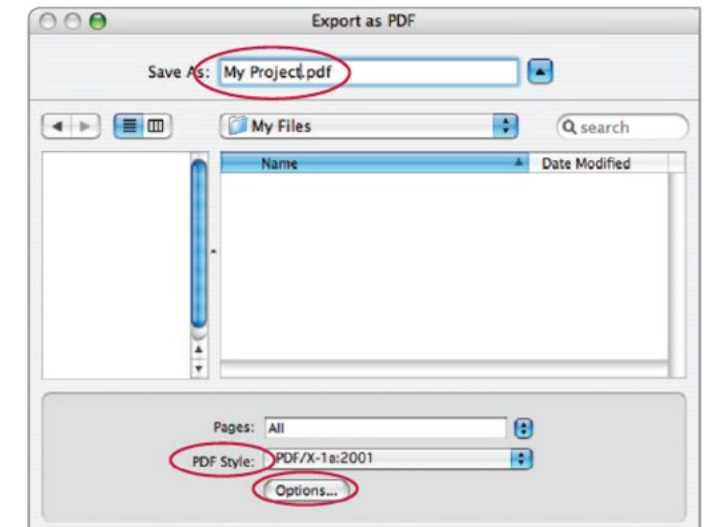
1. To create, simply go to the **File Menu > Export**, which brings up the Export dialog box.
2. Under the **Format** drop-down menu, select **Adobe PDF**.
3. Name your document and select **Save**.
4. Next, you will see the **Export Adobe PDF** dialog box.
5. Under the **Adobe PDF Preset** menu, select **PDF/X-1a** preset.
6. You will not need to change any settings except **Marks and Bleed** information. Enter **.125** if your document has a bleed.
7. Select **Export** to create your PDF file.



QUARK XPRESS

Quark 7.0 has a built-in PDF/X-1a preset.

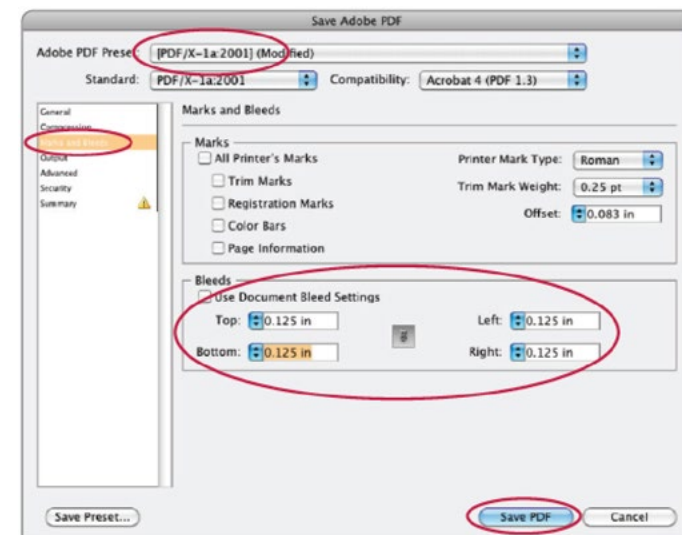
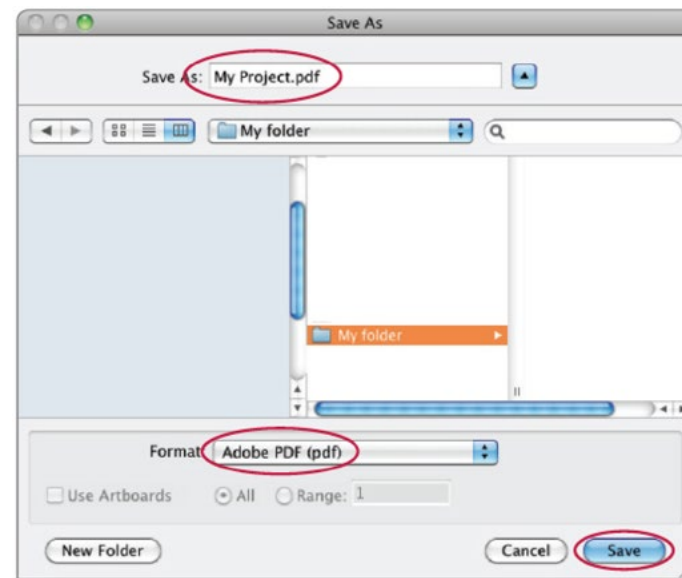
1. To create, simply go to the **File Menu > Export > Layout as PDF**, which brings up the Export as PDF dialog.
2. Under the **PDF Style** drop-down menu, select **PDF/X-1a:2001**.
3. Select **Options**.
4. Next, you will see the **PDF Export Options** dialog box.
5. Under the **Bleed** menu, select **Bleed Type** to symmetric.
6. Enter **.125** if your document has a bleed.
7. Select **OK**, then **Save**.



ADOBE ILLUSTRATOR

Adobe Illustrator versions CS4-CS6 have a built-in PDF/X-1a preset.

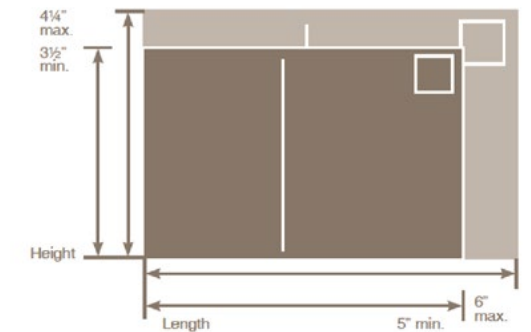
1. To create, simply go to the **File Menu > Save As**, which brings up the Save As dialog box.
2. Under the **Format** drop-down menu, select **Adobe PDF**.
3. Name your document and select **Save**.
4. Next, you will see the **Save Adobe PDF** dialog box.
5. Under the **Adobe PDF Preset** menu, select **PDF/X-1a** preset.
6. You will not need to change any settings except **Marks and Bleed** information. Enter **.125** if your document has a bleed.
7. Select **Save PDF** to create your PDF.



MAIL SIZES

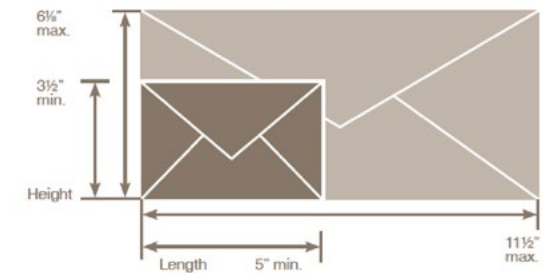
Postcards

	Minimum	Maximum
Length	5 inches	6 inches
Height	3.5 inches	4.25 inches
Thickness	.007 inches	.016 inches



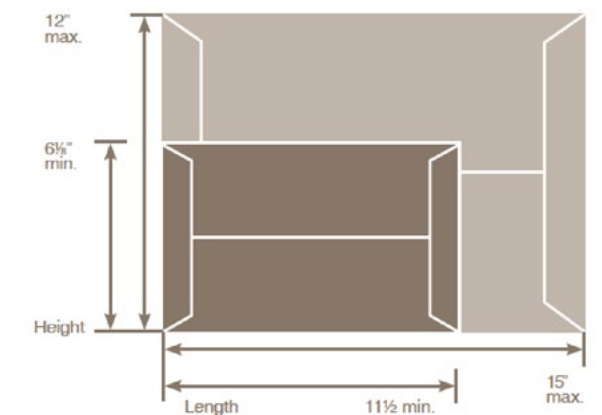
Letters

	Minimum	Maximum
Length	5 inches	11.5 inches
Height	3.5 inches	6.125 inches
Thickness	.007 inches	.25 inches



Large Envelopes

	Minimum	Maximum
Length	11.5 inches	15 inches
Height	6.125 inches	12 inches
Thickness	.25 inches	.75 inches



SENDING A FILE TO ARADIUS GROUP

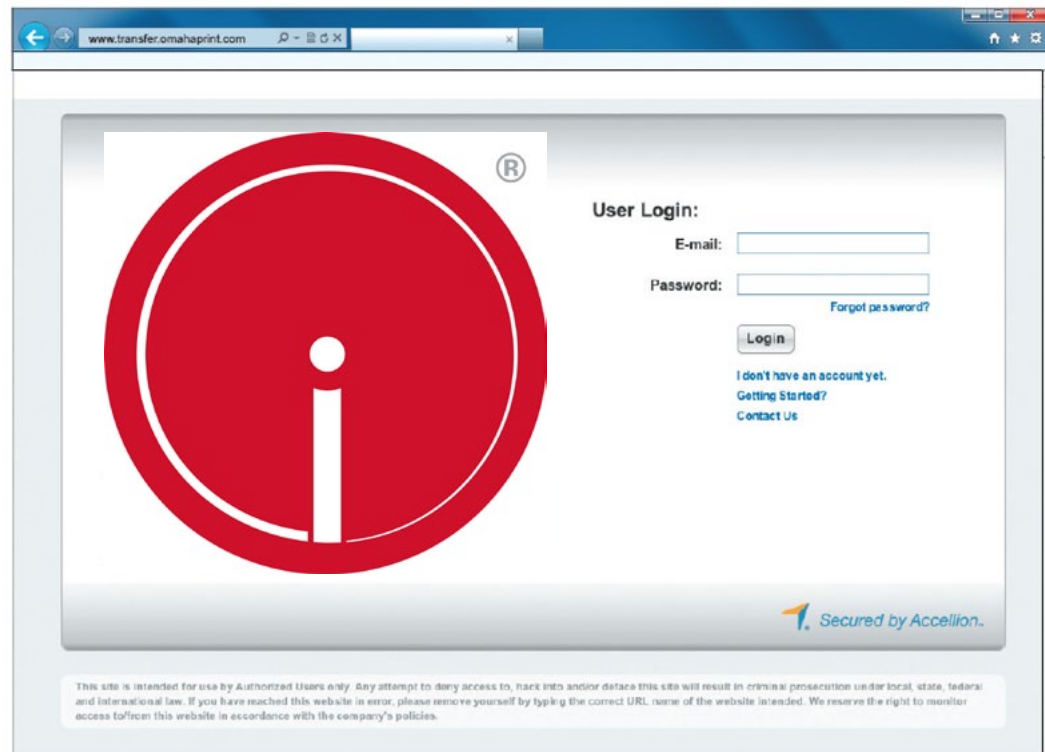
Secure Transfer

To send a digital file to Aradius Group, please go to our secure file transfer web page. You do not need to download any software, and it is compatible with any browser on both Mac and PC platforms.

Create An Account

To create an account, select “**I don’t have an account yet**”. You will then be prompted for a valid e-mail address. A password will be sent to the e-mail to login to our secure FTP site.

www.transfer.omahaprint.com



CONTACT US

Feel free to contact us with any questions you may have regarding file preparation.

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