

IMPACT MAILING

GUIDELINES FOR SUPPLYING DIGITAL FILES

Following our guidelines and file set-up procedures will limit the likelihood of problems, resulting in fewer delays and/or additional charges.

FILE PREP

- When supplying document files, use one document file whenever possible. The fewer the documents, the process will be faster and have a lower potential for document set errors.
- Name all document files with the pages they contain. If the document contains pages 8 through 24, then label the document "8-24." You may add custom naming after the page numbers for your own use.
- Graphics and illustrations may be named as you like with 2 exceptions. Do not use the following illegal characters, listed in parentheses ([] / \ = + < > : ; " ,) or spaces or periods at the beginning or at the end of a file name. Also, be sure no 2 files have the same name. Duplicate file names will cause conflict errors.
- Clearly identify all disks and their contents by the project name and by a printed directory of each disk.
- Send only the files needed for output. Do not send FPO or low-res placement files.

LASER SAMPLES

- If Impact is not performing the creative work, we require a set of 100% size composite laser prints of the job. The composite laser proofs represent the final version of the file that we are to output and must be printed from the file that you are providing to us.
- If your page/printer size allows it, print the lasers with crop marks.
- It is extremely important that the laser proof matches the file - we check our output to your lasers. A furnished hard proof is the only way we can verify the page content and layout.



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DOCUMENT PAGE SIZE AND MARGINS

- The document size must match the final trim size of the job.
- Allow 1/8" of bleed beyond the trim size of your page. Failure to allow at least 1/8" of bleed may result in white show-through on trimmed edges.
- All critical copy must be at least 3/16" from the final trim to avoid the possibility of being trimmed off.

SOFTWARE

- Impact supports the latest versions of QuarkXPress on the Macintosh platform.
- We strongly encourage the use of desktop publishing software and have limited support for programs such as MS Word and Excel. These and other non-publishing file types will incur additional charges to process.

FONT USAGE

- We require that all screen and printer fonts utilized in your graphic and document files be included with your files submitted for output. We cannot guarantee exact output without having the same fonts utilized in your files.
- When sending fonts, it is important that you send both the screen and printer fonts.
- Choose the correct typestyle from the fonts in your font menu. For example, if you want to use a bold typeface, choose the bold version from the font menu. Do not choose "bold" from the typestyle menu or palette. The type on the screen or on a laser print may look fine, but when imaged on an image setter or prepared for computer to plate, it may not.
- We strongly discourage the use of True Type fonts. Use PostScript Type I fonts to keep your layout looking as you designed it.
- To make reverse type readable, avoid using type that is too small or delicate. Limit the use of reverse type to block (bold), gothic and sans serif type styles. Use a font size of 8 points or larger to guarantee readability.
- When coloring text between 6pt and 18pt size with screen tints, be sure at least one of the colors used has a minimum of 70% value to avoid un-readability due to any slight press variation. Try to choose a sans serif or bold font at least 6 points in size if using screened text.



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FRAMES, RULES AND BORDERS DO'S AND DON'TS

- Do not use straight rules to create frames as it is extremely difficult to align individual rules to create frames.
- Do not use the elaborate frames available in QuarkXPress. At high resolution, the frames will not hold their smooth, crisp appearance.
- Do not create rules using "hairline" thickness. On a high resolution output device, they will literally disappear. Use .25pt as a thickness for a fine rule.
- Do not create color rules or frames that are less than one point thick, as they are too thin to hold register on press. When coloring rules with screen tints, be sure at least one of the colors used has a minimum of 70% value to avoid un-readability due to any slight press variation.
- Be sure that images "trap" or are slightly larger than the frame to avoid any white hairlines between the photo and the frame.

COLORS

- In your digital files, colors must be created and assigned in the manner in which they will print. Four-process items should be set to use CMYK colors. If your project is using a "spot" color, be sure to designate it as such. If you are using a "spot" color in your layout program, be sure that any usage of that color in an illustration program references the color with the exact same name. Example: Pantone 186 CV is not the same color as Pantone 186 CVU.
- A "rich black" color should be used to avoid a "washed out" appearance whenever large fonts, graphics, boxes or backgrounds are to print as black. Use the values of 100% black, 30% cyan, 20% magenta and 20% yellow to create a "rich black".
- Any specified color must not exceed a Total Tonal Value of 300. That is, the percentage of tint of each color (K+C+M+Y) when added, must not exceed 300%.



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IMPORTED GRAPHICS AND IMAGES

- All graphics and images used must be included when submitting your files.

VECTOR GRAPHICS

- All placed vector graphics must be saved as ".eps" to ensure compatibility.
- Be sure to "embed" any images placed in a graphics file.
- If you are using a "spot" color in your illustration program, be sure that any usage of that color in the page layout program references the color with the exact same name. Example: Pantone 186 CV is not the same color as Pantone 186 CVU.
- When text is used in an illustration program (Illustrator or Freehand), the fonts are quite often not included with the file. To avoid this common mistake; in Illustrator-convert fonts to outlines, in Freehand-convert fonts to paths. The conversion will eliminate any missing font errors for the graphic, but the text will be un-editable. Be sure to keep a copy of the original that is using the fonts, for future edits.

IMAGES

- Hi-resolution images are required.
- Never scale an image more than 120% in your page layout program. The image quality will noticeably deteriorate. Reducing an image will not affect its quality.
- All 4-color images must be in CMYK mode - NO RGB.
- Black and white images must be saved in GRAYSCALE mode. Line art images must be saved in BITMAP mode.
- Save images in TIFF or EPS formats only. Do not use LZW compression for TIFF files or apply halftone screen or transfer function for EPS files. JPEG and GIF files are heavily compressed and are not meant for high printing.



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