

ADVANCED PRINTED MEDIA

File Export Instructions

We prefer to receive press quality Adobe PDF files, as they are the industry standard, and cannot be manipulated. We do support other software programs as described below, and this guide also describes how to prepare artwork from these other programs. For definitions of terms, please visit <http://www.advancedprintedmedia.com/resources/index.html>, which is our glossary of terms and describes most industry specific terminology.

Finish size: Your artwork must be designed to fit the finish size specifications as outlined on the order page. We will not be able to manipulate the size to make it fit in the specified dimensions.

Bleeds: APM requires a minimum 1/8" bleed for projects that have images/colors that extend off of the paper. This ensures that, despite the mechanical variances in printing and cutting, your project will retain bleeds throughout the project. The maximum bleed is 1/4". For more information on bleeds, please see our glossary.

CMYK color mode: All files must be submitted in CMYK color mode. If a project was designed in RGB, it needs to be changed to CMYK before submission. Submission of files in the correct color mode ensures that your project is processed quickly and that colors render correctly.

PMS (Spot) Colors: If you are submitting artwork that requires only one or two colors, you must design those regions of the artwork in the corresponding PMS (Pantone Matching System) colors. When you export your artwork to PDF, these properties stay with the file and ensure that the correct colors are printed. To ensure that the PMS colors rendered correctly in the PDF, from Adobe Acrobat, click on 'Advanced' then click on 'Output Preview.' At this point, you can move your mouse pointer over the artwork, and the corresponding percentages next the colors will show in what colors your project will be printed. When submitting artwork in PMS colors, the readings for cyan, magenta, yellow, and black should ALWAYS read zero.

Resolution: Resolution of all files and images contained in files should be a minimum of 300 ppi. If the resolution is lower, there is risk that your artwork will look pixelated when printed, despite looking ok on the screen. Our prepress equipment processes images at very high resolution, which is much higher than computer screens are capable of rendering.

Safe Zone: There should be no important images or text within 3/16" of the finished size of the piece. Due to mechanical variances in printing and finishing, this space ensures that nothing important is cut off in the finishing process. If you have placed images/text in this 'safe zone', we will most likely return your

artwork and point out the mistake, but we cannot check everything so there is a chance that your message will be cut off.

Submitting non PDF files: We do support applications other than Adobe PDFs, but it takes substantial care in packaging these documents so they are useable to us. We support the Adobe Creative Suite 2, including InDesign, Adobe Illustrator, and Photoshop. We also support Adobe Pagemaker and QuarkXpress. These files must be exported and need to include all fonts and all links. Without these, there is the risk that fonts will change and images will not show up correctly.

We do not support Publisher, Power Point, Excel, Corel Draw. If you would like to print these, they MUST be changed to a press quality PDF before being sent to us. ****Caution: The Microsoft products are not meant to be used in a commercial printing environment. Even when exported correctly to a PDF, these files can have unexpected results****

Creating a Print Ready PDF:

In order to create a PDF, you must have Adobe Acrobat installed on your computer. Adobe Reader DOES NOT create PDF Documents.

From Adobe Applications, this is a breeze. When you are ready, click File then Export. Select PDF as the file type and click Save. An options panel comes up, and these are the settings necessary to create a print ready PDF:

1. Under 'General' settings, at the top of the page, use the pull down menu and make sure the setting is 'Press Quality.'
2. Next click on 'Marks and Bleeds' on the left hand side. Under this category, make sure that there are no checks under 'marks.' We will put the necessary marks on the sheet. Under 'Bleed and Slug' make sure that the bleed settings are a MINIMUM OF .125 inches. If your document has bleeds, the PDF will include them and we will be able to process your order. If your document is meant to have bleeds but these settings are not correct, we cannot process your order until you put bleeds on the artwork. To allow for bleeds in the artwork, make sure the image that is bleeding is extended at least .125 inches beyond the edge of the artwork.
3. Now you can press 'Save' and a PDF will be created.

From other applications such as Word, Excel, PowerPoint, Publisher, and others, here are the steps to follow:

1. When your document is complete, click on 'File' and then 'Print'. Next, from the available printers, select Adobe PDF as the destination. Next click on 'Properties', which should be right next to where you selected the print destination. Under 'Adobe PDF Settings', click on the pulldown menu next to Default settings and change this setting to Press Quality. Next click on the Paper/Quality tab at the top of the settings window. Click on 'Advanced' and then next to print quality there will be a number. Click on that number and a pulldown menu will appear. Make sure to change this

setting to 2400 dpi. Click 'OK' twice, and then again to finally print to a PDF document.

2. Unfortunately, this method does not support bleeds, so our suggestion is that when you are printing from an application does not support bleed settings is to not use bleeds. To create bleeds, you can oversize your document by 1/8" all the way around the edges and extend your images to the edge. Using this method, an 8.5x11" brochure should be sized to 8.75x11.25".

We highly recommend that you use one of the templates we have provided. You can place this template in the bottom layer and design right over the top of it. We are continually building templates in various applications, please check back frequently to see if new templates have been added.

Design Services: If you are unable to get your files to meet print ready specifications or would like a design from scratch, we can help. We offer design services, please call or email for additional information.