



DIGITAL PRESS READY FILES

SUBMITTED TO RON SMITH PRINTING

ADOBE ACROBAT PDF FILES ARE PREFERRED.

We also accept files sent in these programs:

Indesign, Illustrator, Photoshop, Microsoft Word

When providing files in native format they **must** be accompanied by the fonts and artwork/graphics. Spot colors or varnishes need to be included in the document. Maximum ink densities should not exceed 280%. Files should be furnished in CMYK, and spot colors.

BLEED IS REQUIRED for any color/art/photo extending to the edge of the page and should extend 1/8 inch beyond the edge of the finished size. ie: 3x2 card with bleed would be 3.25x2.25. See image below.

Photoshop settings are GCR Medium, Black Ink Limit 100%, Total Ink Limit 280%, Dot Gain 20%. Files furnished in jpg format should never be less than 12 quality. Images taken from the web are not acceptable quality unless the degradation to the image is acceptable to the customer and will be what it is. They **can not** be made “good” again. Photos should not be less than 280dpi at actual size to printed, 300dpi is the standard.

The following specifications are the standard for printing digital files in PDF format.

GENERAL: High Quality Print.

COMPRESSION: Do NOT downsample, proper file preparation is key to provided files that are not bloated due to images that do not have correct dpi when the document is made.

MARKS & BLEEDS: Show crop marks (Type, Default), (Weight, .25 pt), (Offset .125 in.), (Bleeds .125 in.)

CHECK BOX: Crop image data to frames.

OUTPUT: No color conversion, Profile Inclusion Policy - Don't include source profiles.

ADVANCED: Subset fonts when percent of characters used is less than 1%.

PAGES: Include blank pages and embed thumbnail.

NOTE: Files being printed digitally and not offset, use only CMYK to produce all colors, color matching may not be possible. RGB images will be converted to CMYK at the RIP using the algorithms provided by the RIP. Colors may shift or change due to the fact that the gamut of RGB is much wider than CMYK. Many spot colors can not be reproduced using CMYK. Refer to the Pantone matching system when trying to achieve a certain color using CMYK.

Files provided that don't follow the guidelines will be returned to the customer or you will be charged to fix the file **if** we are able to fix the file properly. Job will be delayed until the issue is resolved and your scheduled delivery date may not be met.