



How to supply  
artwork to us in a  
print ready format

## Artwork formats we accept

### Apple Mac

Quark Xpress  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Microsoft Word\*  
Microsoft Excel\*

### PC

Quark Xpress  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Microsoft Word\*  
Microsoft Publisher\*  
Microsoft Excel\*

\* Black & White and Full Colour only.  
Spot Colours are not supported by these Microsoft applications.

### Acrobat PDF

We can accept complete artwork as a PDF as long as it meets the following specifications:

- Images to be CMYK and high resolution which is at least 300dpi.
- 3mm bleed allowance to be included.
- All fonts must be embedded within the document.

If you need guidance on how to create PDFs from your design application, please refer to the application's User Guide.

### Important

Please always send us the native file from your chosen application. We will also need all images, graphics and fonts used within the document. Make sure it is clearly labelled. To avoid confusion, ensure that your disk contains only the relevant files you want printing.

We are always updating our software, so if your application is not listed, please call us.

### Formats

- CD
- Email (up to 20mb)
- Memory cards (SD, CF etc)
- DVD
- USB flash drive
- Mail Transfer web sites

Examples of Mail Transfer web sites are [www.yousendit.com](http://www.yousendit.com) or [www.mailbigfile.com](http://www.mailbigfile.com) or [www.transferbigfiles.com](http://www.transferbigfiles.com). Please note we are not affiliated with any of these web sites and only mention them for your convenience.

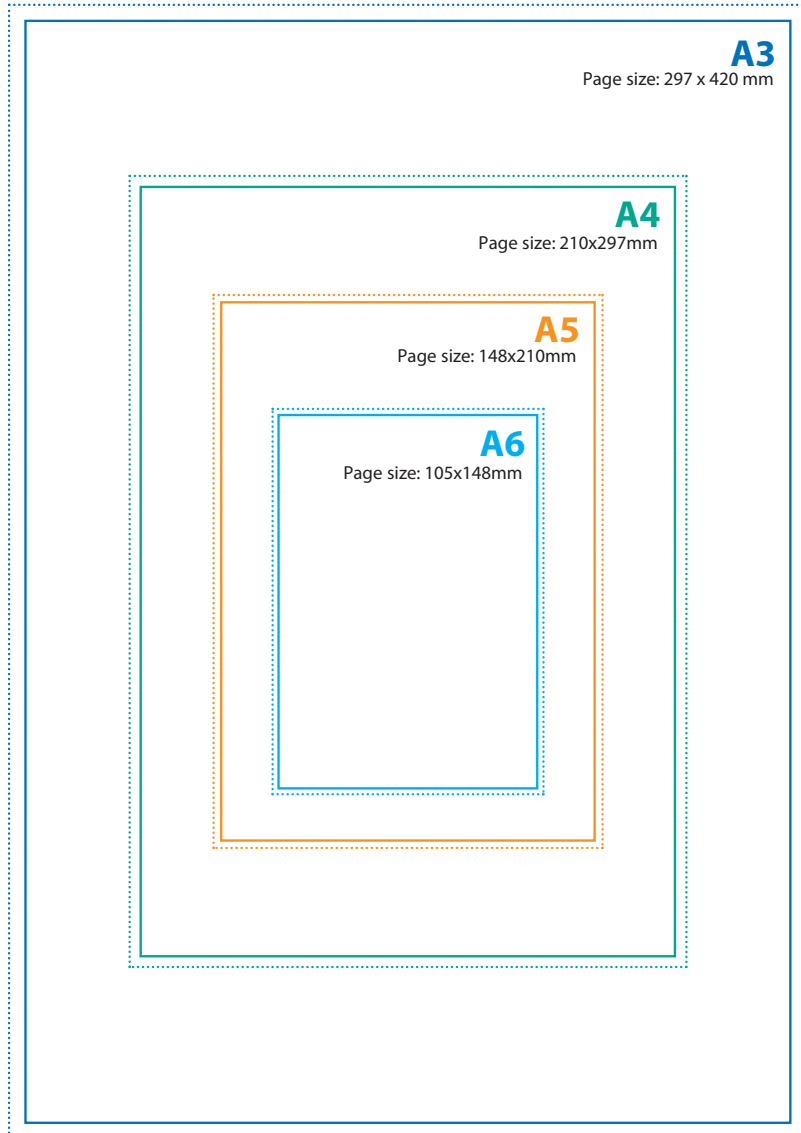


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# Document sizes

**A2**

Page size: 420 x 594 mm



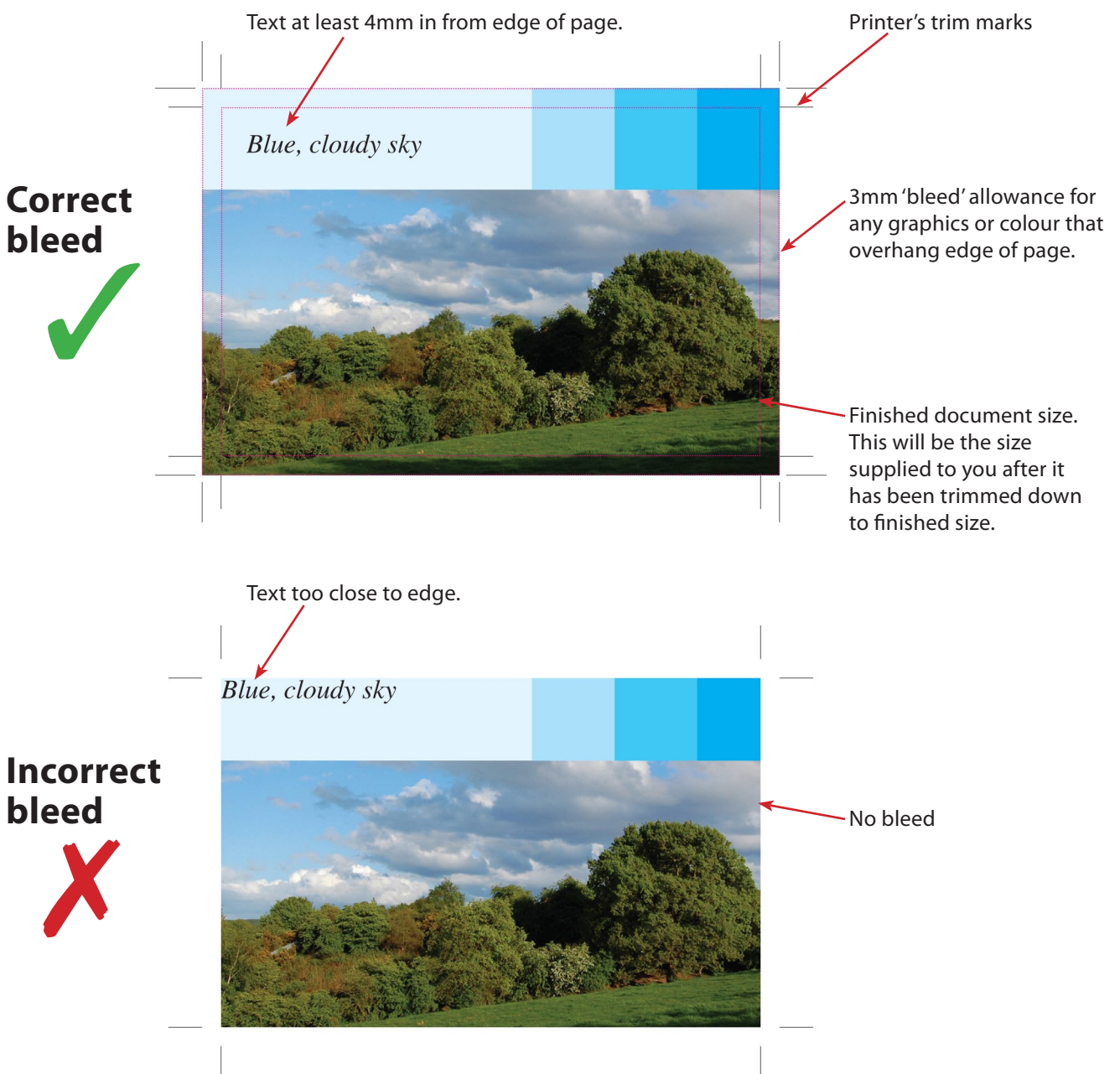
**BLEED ALLOWANCE - 3mm all round**



## What is bleed?

Bleed is a very important element that needs to be added, when you create your artwork.

Your design may incorporate images or colours that run off the edge of the page, so these items 'bleeding' off the page should be extended to overhang by a minimum of 3mm off each edge. It is also advisable that text and borders be at least 4mm in from the edge of the page. Including bleed on your artwork is essential for finishing and guillotining purposes. It will eliminate any unprinted gaps on the edge of the document when it is trimmed down to finished size.



## Picture quality

For the best print quality, we recommend you supply all photographs and images at 300dpi at the actual size they are to be printed. If you can only provide images at 72dpi, then they must be at least 4 times the size you want them to appear in your publication.

Please supply images as TIFF, JPEG or EPS files and avoid files such as GIF, BITMAP and Internet pictures, as these formats are not high enough quality for printing. When saving as a JPEG do not compress the quality to make smaller file sizes; always save at the highest quality possible.

We are only able to reproduce your picture at the quality you provide - we cannot improve on the quality of your image. Be aware that lower resolution images can look good quality on screen but may appear blurred when printed.

To check the quality of your image, open it in your standard photo editing package. Most software allows you to check the size and resolution of your picture; this can usually be found in one of the drop down menus.

If you are using your digital camera to supply photographs, make sure you set the camera to the highest quality setting. Do not downgrade the quality of the image before sending it to us.

### High resolution



**This is how a high resolution image will print on our press**

### Low resolution



**This is how a low resolution image will print on our press**

## Fonts

All fonts that are used in your document must be included with your job.

**Postscript printer and screen fonts for Mac.**

**True Type fonts for Windows PC.**

If you are going to 'cross platform' ie. from PC to Mac, remember that fonts don't travel well! Check that we have the same font and provide a hard copy of your artwork.

Be aware that a font may have several versions and these can have slight differences that may cause problems, such as reflowing of text and missing words.

Larger text may be converted to paths, curves or outlines if you are not supplying the fonts with your artwork.

If you are supplying finished artwork in PDF format, please ensure **ALL FONTS ARE EMBEDDED** when saving to this format.

### **DO NOT...**

- Use 'Multiple Master' (MM) or 'Metric' fonts, as these are not compatible with our process.
- Use underline, shadow, strikethrough or any other effect from a 'text effects' menu.

## Microsoft Word, Publisher and PowerPoint Files

These files are accepted, but you should be aware that they are not intended for commercial printing and the quality is likely to be below standard.

It is preferable for you to send us a PDF file created from your original, as different versions can cause a text to re-flow.

Colours can differ significantly, as the default colour modes of these programmes are RGB.

## Colours

All colours used in your monitor, your scanner and your digital camera are made up combinations of the three primary colours Red, Green and Blue. Printing machines use different colours to print images, called Cyan, Magenta, Yellow and Black. This means that all colours used in any finished artwork supplied MUST be created as CMYK, NOT RGB. All images and photographs must also be converted to CMYK.

## Proofing

We always send a PDF proof before printing. This gives a rough idea of what the colours will look like, but it is really intended for you to check that no fonts are missing and that no text has reflowed incorrectly. If you request a hard copy proof posted to you, this will be produced on a digital colour laser printer and the colours may not match the final printed output.

## Creating a solid black

The correct way to print black type is to just print black - i.e., with no other colour behind it. However, if you want a solid area of black to look nice and deep, design as a "rich black". This should be 100% black, with a 40% tint of cyan. This avoids any washed out look to a solid. "Rich black" should never be used for small type, as any small movement in registration will spoil the job.

## Checking files

If we find any problems in the artwork that you supply to us, we will:

- Notify you and give you a report on any problems within your file(s).
- Advise you on how to correct the problems if possible.
- Offer to correct the problems for you and let you have details of the cost of doing this.
- Once you have corrected the error, we will send you a PDF proof.

While we do check for obvious spelling and grammar mistakes, these are unfortunately your responsibility. So please do proof read carefully before sending your file!



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