

# HERDELL PRINTING

& LITHOGRAPHY, INC.

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## DIGITAL FILE SPECIFICATIONS

Thank You for choosing Herdell Printing to produce your printing project. Following is a list of supported applications and suggestions for completing your project on time and in a cost efficient manner.

All files should be supplied in their native format, i.e. Illustrator, QuarkXPress, etc., also please include all placed files and display/printer fonts used in your document. All supplied media should be devoid of extraneous versions or files which do not pertain to the job being output. Include, with the supplied media, a job sheet detailing: file names, directories, fonts used, contact name, and phone numbers. A savvy thing to perform is a preflight run to insure all files, fonts, etc. are included before submission.

\* Please note if you work on a PC, PC fonts will not be usable on the MAC platform. To overcome this conflict you can outline your text, (some applications refer to this as converting to curves or paths) or check with us to see if we have the MAC equivalent fonts, outlining can also be done to MAC based fonts.

Standard placed image file formats such as .tif, .jpg or .psd are preferred and resolutions should be set at no less than 300 dpi and no more than 400 dpi at the final output size. A note about color and contrast: Because computer monitors vary from one to the other and display images in the RGB color space, what you see may not be what we see, and some variation may occur if the file is not CMYK. Please convert color images from RGB to CMYK. Feel free to contact us with any concerns you may have.

It is very helpful to have a set of laser separations and/or a color composite to compare to your supplied file. This will help eliminate any guess work on our part.

### Digital Media/Storage:

- compact disc (non-returnable)
- e-mail (if file size is limited to under 8Mb)
- ftp (for larger than 8Mb files)

### Supported Formats:

- Macintosh (MAC)

### Supported Applications:

- Adobe Illustrator CS4\*
- Adobe Photoshop CS4\*
- Adobe InDesign CS4\*
- QuarkXPress 6.0

\* we support these versions and previous versions

### Supported File Formats: (for placed images)

- TIFF (.tif), PSD (.psd), EPS (.eps), JPEG (.jpg)

### Proofing:

- preliminary proofs are lasers sent by fax, or via email as PDF
- color match proofs (available upon request for 4 color process work)
- press-checks (for new projects, and upon request thereafter)