

The following is an overview of file types and requirements for submitting files for print production. Files can be transferred to Suttle-Straus via our ftp site or CD/DVD. For a secure login folder on the Suttle-Straus FTP site please contact your Account Representative for a username and password.

The first decision is whether to submit native desktop application files or PDF.

Why pdf?

Submitting pdf for print production allows for several advantages over traditional desktop files where you would supply fonts, images and layout files. Some of the advantages are:

- **Open format**—De facto standard for more secure, dependable electronic information exchange—recognized by industries and governments around the world.
- **Self contained and portable**—With fonts and images contained within, PDF are self-inclusive and easily transferred from point A to point B through an optimize file format.
- **Multiplatform** — Viewable and printable on any platform — Macintosh, Windows,UNIX, and many mobile platforms.
- **Extensible** — More than 1,800 vendors worldwide offer PDF-based solutions including creation, plug-in, consulting, training, and support tools.
- **Trusted and reliable** — Hundreds of millions of Print and Web pdf in existence to date serve as evidence of the number of organizations that rely on PDF to accurately capture and maintain information.
- **Maintain information integrity** — Adobe PDF files look exactly like original documents and preserve source file information — text, drawings, full-color graphics, and photos — regardless of the application used to create them.
- **Keep information secure** — Digitally sign or password-protect Adobe PDF documents.
- **Searchable** — Leverage full-text search features to locate words, bookmarks, and data fields in documents.

Please refer to the How-To on your particular layout application for creating pdf for print production.

Why not pdf?

In some cases your files may not be in final production mode or you would like to supply your job in a more easily editable format. A good example of this is for a complex die cutting job. In a case like this, additional work may be required to fine-tune panels sizes, etc. For this, a more editable format is preferred. Supply the native desktop application along with the fonts and images.

If you plan to supply the native desktop application files, follow these guidelines:

Include all necessary elements with the job.

1. Document(s): QuarkXPress, InDesign (preferred)
 - Build the document to the final trim size.
 - Build in reader's spreads with facing pages if it will be saddlestitched; for perfect or wire binding, create it as single pages and allow bleeds on all four sides of the page.

Guidelines for Submitting Files

continued

- Include 1/8th inch bleeds to all backgrounds and images when necessary. Custom trim marks are not necessary.
- Output and submit final lasers at 100% or provide a lo-res pdf for SSI to output -- label if lasers are reduced. Separated laser are preferred for spot colors.
- Build in short panels as needed to accommodate folding (check with your Sales Rep. for assistance).
- When using transparent effects in InDesign, create a uppermost layer and move all text to this layer to avoid any conflicts (as suggested at Adobe.com)
- When naming your files, keep the names simple and do not use the following characters: “/”, “\”, “•”, or “-”.

2. Images:

Vector Based: Adobe Illustrator, Freehand

- To avoid font issues convert type to outlines or paths (remember to save a copy of the file for your self before converting).
- Save or export all linked file as .ai or .eps.
- Avoid complex transparency effects when working with spot colors.
- Keep spot color naming consistent from file to file and from one application or another.

Pixel Based: Adobe Photoshop

- All images should be above 200 dpi for best print reproduction.
- Images can be supplied RGB or CMYK; RGB images will eventually be converted at SSI using a GRACoL target profile.
- Save images with clipping paths or duotone/tritones as an .eps, particularly when working in Quark.
- .psd files can be effectively placed into InDesign.
- Avoid over-scaling images (75-125%) when placing into your layout program -- sample down a copy of larger images to save disk space and processing time.

3. Fonts:

- Include both Screen and Printer fonts.
- Include fonts used within illustration files (illustrator, freehand).
- Avoid using stylization in your application for fonts you do not have.

Contact your Account Representative with any questions about file creation prior to file submission.