

## Sending K&M Your Files

Electronic files should be created using either the Macintosh or Microsoft's Windows operating system (OS). We accept Macintosh OS10 or Macintosh OS9. When using the Windows OS, use Windows 2000 or XP.

## File Submission

Files can be submitted by Electronic File Transfer (EFT). Physical media includes, CD or DVD (DVD's must be formatted properly) and Zip Disk 100-750.

Avoid certain types of removable media (e.g., 3.5" floppies, etc.) as it may become increasingly difficult to access the information.

## Electronic File Transfer (EFT)

Files can be uploaded to our File Transfer Protocol (FTP site), or through e-mail. Attachments to e-mail can be troublesome due to file size limitations. Our suggestion is to send your files to our FTP site.

1. After collecting your files for output; fonts, graphics & source files are gathered, stuff or zip your file using common compression software.
2. Go to our web site: [www.kmprinting.com](http://www.kmprinting.com)
3. Click on "Send us your File"
4. Fill in the form and attach your file.
5. The upload window will begin, with a time estimate.
6. Fax a copy to us for a comparison or send a PDF file.

## Publishing Software

Following are the programs preferred by K&M Printing and the commercial printing industry. Files created using the following software output with fewer problems than files created in programs not designed for print publishing. We will accept other programs, but unless they support prepress functions (e.g., CMYK and PANTONE color, trapping, bleeds, crop marks and color separation) problems and extra costs will likely occur. If possible, use the most current software.

### **Macintosh Platform:**

Page Layout: QuarkXPress, Adobe InDesign, Adobe PageMaker

Drawing/Illustration: Adobe Illustrator, Macromedia FreeHand

Image Manipulation: Adobe Photoshop

### **Windows Platform**

Page Layout: QuarkXPress, Adobe InDesign, Adobe PageMaker

Drawing/Illustration: Adobe Illustrator, Corel Draw, Macromedia FreeHand

Image Manipulation: Adobe Photoshop, Corel Photopaint

## File Formats for Print

### **Native Application Files**

We request that, in most cases, files provided for publishing be in native format, with the accompanying art, photos, and fonts.

### **Adobe Acrobat Portable Document Format (PDF)**

Commonly called PDF files, this file format can take the place of native application files. PDF's are designed as self contained, platform independent files and if created properly may eliminate many common prepress problems. PDF files should contain embedded fonts, graphics, color data and layout structure.



PDF files are somewhat editable and are more compact (e.g., smaller file size) than native application file formats. Not all PDF files are created to be output for print publishing. Design elements must contain appropriate information (e.g., color space, fonts, resolution) in order to be output properly.

PDF files for press output must be created using the appropriate settings in Acrobat Distiller, not through the PDFWriter. PDF files created using the PDFWriter are **not acceptable** for print publishing.

## Requesting a PDF

K&M Printing is happy to provide PDF's of your files. Please let your sales executive know the intended use.

### **PDF for Proof**

For simple, one-color, non-folding print jobs, we can supply a PDF for proof. It will be e-mailed using a "screen" setting to reduce the file size. This format is not suitable for printing, but only intended as a proof.

### **PDF for Web**

At your request, we will supply a PDF for publication to a web site. It will be created using a "screen" setting, and reassembled in a page format, for easier screen viewing. Some costs may incur.

### **PDF for Print/Hi Resolution**

This will produce the highest quality PDF and the largest file size, which will probably need to be burned to a CD or uploaded to an FTP site and will incur a cost.

## Fonts

PostScript Type 1 fonts have been the industry standard. It is best to provide the entire font set (Macintosh—printer and screen fonts; Windows—.pfm and .pfb files) with each job. However, send in only the font sets used in the job, not your entire font collection. **PostScript Type 1**

If it is not possible to supply the font, K&M can substitute the font if a name is given & a copy of what the piece should look like. If fonts are not supplied, we recommend a contract proof to be read very carefully, both for character integrity and text reflow.

## **OpenType**

OpenType fonts are accepted on both Windows and Macintosh computer systems. These fonts include PostScript data (both printer and screen) within a single font and are acceptable to use in electronic design files.

## **Fonts Used in Graphics Files**

If drawing/illustration graphic files contain text, fonts for these files should also be provided.

## **Converting Fonts to Outline Paths or Curves**

One way to avoid font problems with graphic files is to convert all type in the graphic to either outlines, paths or curves depending on the software. Once converted to outline/path/curve, text is very difficult to edit. Always make a backup of any file prior to converting to outline.

## **Color Issues**

Any file requiring four-color process separations should be in CMYK color mode only. Do not submit color files in RGB, Index, LAB, or other color modes. Any file requiring spot-color separations should be defined by the proper spot-color model (PANTONE) and identified as spot colors for output. Color on your screen, or printed to your personal printer, can be visually different when it is printed. Factors such as stock, finish, inks, toners, and dyes in digital printing and offset printing will all produce variable color. A contract proof and press proof will obtain desired results. Designers should take into account the different properties of inks and papers used for printing. K&M will work with you on an individual basis to insure the success of your project.

## Illustrations & Images

### Encapsulated PostScript (EPS)

EPS is a standard file format for importing and exporting PostScript files. It is usually a single page PostScript program that describes an illustration or entire page. The purpose of an EPS file is to be included in other pages.

An EPS file can contain any combination of text, graphics and images. Since it is actually a PostScript file, it is the most versatile file format that is available.

EPS files can be generated by all drawing applications as well as most layout applications. Image manipulation programs like Adobe PhotoShop can also save bitmap images as EPS-files.

### TIFF

TIFF or the Tagged Image File Format is a rather old standard that is still very popular today. It is a highly flexible and platform-independent format which is supported by numerous image processing applications and virtually all prepress software on the market.

TIFF is strictly used for bitmap data. It doesn't contain text nor vector data, even though its structure would permit additional tags to handle such data.

## Scanning

When scanning images, it is important to capture enough information (resolution) to accurately reproduce the image. However, excessive information capture does not necessarily guarantee a better printed image. In fact, large file sizes may increase processing time and costs.

**Scanning Resolution (color and grayscale photographs):** Scan all images at a resolution of 300 pixels per inch. This requirement is based on an input-to-output (I/O) size ratio of 1 to 1. For example, a 3 x 5 inch original photograph that is to be printed at 3 x 5 inches (I/O ratio of 1 to 1) should be scanned at 300 pixels per inch. The same 3 x 5 inch original photograph to be printed at 6 x 10 inches (I/O ratio of 1 to 2) should be scanned at 600 pixels per inch. All other enlargements and reductions are similarly proportional.

**Scanning Resolution (line art):** Scan all line art as bitmap images with a resolution between 800 and 1200 pixels per inch, based on an I/O ratio of 1 to 1. Enlargements and reductions are similarly proportional.

**Scanned Image File Formats:** Scanned images should be saved as uncompressed TIFF or EPS files. If you plan to convert an image into a duotone and/or apply a clipping path, save the scanned image as an EPS file. Otherwise, save bitmapped graphics as TIFF images.

**Image Manipulation:** Special effects such as blurring and distorting should be applied to the images prior to submission for printing.

**Cropping, Rotating & Scaling:** Images should be cropped, rotated, and scaled prior to placement into the page layout file. These three functions are best accomplished in the image manipulation program, not in the page layout program.

**Layers:** We recommend working in layers whenever possible with raster images. By separating elements onto different layers, corrections (especially type corrections) are much easier to achieve. If possible, save an unfastened version of your file for future editing, a flattened linked file for output is preferred.

## Digital Cameras

For customers who use images obtained from a digital camera we recommend the following guidelines:

**Resolution Capture:** To be used for print production, digital cameras should capture a minimum resolution of 1524 x 1024 ppi. Images should be captured at the maximum allowable resolution and with the lowest compression settings. The higher the mega-pixel number, the larger image size you can produce at an acceptable resolution (e.g., 300 ppi). A 3.1 mega-pixel digital camera yields a 300 ppi image at 5" x 7", while a 4.0 mega-pixel digital camera yields a 300 ppi image at 5.33" x 8". Caution: Capturing at the highest available resolution should be acceptable for same size (1 to 1 ratio) images; however, images captured at this resolution level may not be sufficient for enlargements. Always use the formula identified under scanning for resolution issues. Enlargements beyond the sizes identified above are not recommended.

**Formats and Compression:** If possible, avoid using the compression schemes built into digital cameras. If compression is necessary use the lowest possible (highest quality) compression option available. Always save images from digital cameras as TIFF files before editing and sending to K&M Printing. Always

request contract color proofs for any job which uses images obtained from a digital camera.

## Graphics, and Appropriate File Formats

**Establishing Links:** Always use proper file import techniques (InDesign “Place” and QuarkXPress “Get Picture”) to establish external links. Using the Edit menu to “Cut and Paste” graphic files between programs may yield unacceptable results. Avoid using the “Store in Publication” feature of PageMaker, or similar features in other programs. This feature embeds all image data into the PageMaker document and can cause excessive file sizes that may affect processing time and costs. Windows users should avoid “cutting and pasting” color images from Word, PowerPoint, Excel and other Office Graphics software applications. Cutting and pasting these images can cause output problems (e.g., color shift, system crashes, and other errors.)

### Updating Graphics

All graphic files must be linked properly. Graphic files that have been modified in an originating program (Image Editing or Illustration/Drawing) after placement in the page layout file MUST be updated (relinked). If supplied graphics must contain nested elements, make sure that ALL original drawing/illustration files and graphic files (EPS or TIFF—including the nested graphics), have been provided.

### Clip Art

When using clip art, make sure that it is designed for high resolution output, not web or presentation work, and that the color mode is appropriate for the desired output (e.g., PANTONE or CMYK). Color shifts, low resolution images and RIP crashes are common problems with some stock clip art.

## Copyright & Artwork

Copyrighted materials may not be reproduced without written permission from the copyright holder. For your protection, provide a copy of the permission paper to K&M Printing for any artwork that has a copyright.

## Appropriate File Formats

All graphic files should be saved using either the TIFF or EPS file format. JPEG is acceptable, in CMYK format. Occasionally, TIFF and EPS files must be altered (e.g., adding traps, correcting type and color adjustment). In order to ensure that changes to these files are possible, include any necessary native application files as well. Avoid graphic file formats such as GIF, PICT, BMP, WMF, and PCX which are not suitable for most print production methods.

## Proofing



**Epson Stylus Pro 10600 Color-calibrated match proofing device**

Proofs should be requested for most jobs, and for all jobs containing color. Consult your K&M sales executive for appropriate proofing requirements. A visual generated by a desktop color printer may not be a suitable proofing medium due to the physical differences between the following:

- Ink in traditional printing
- Inks, toners, and dyes used in digital printing;
- Colorants used in desktop color printers.

### **Epson Digital Proofing**

K&M can supply a color-calibrated match proof. These digital proofs have matured into a popular proofing media that can be matched on the press and are highly accurate. Digital proofs are created using the same Raster Image Processor (RIP) that will be used to produce the finished printing. They will be folded, trimmed to the exact size of the printed piece. These proofs will be used for color match on the press. Since spot color jobs are simulated using the CMYK equivalent, the PANTONE color chosen will be matched.

## **Two-Step Proofing**

For jobs where changes are likely, and proofs are required, consider employing a two-step proofing process. The first step involves a standard digital proof - either PDF or Docutech or Docucolor copy to check for general positioning and to finalize the document. A final Epson from the ripped file can be created for the final process. This process allows some flexibility with the design prior to the output plates.

## Miscellaneous

### **Gradients / Vignettes**

To avoid problems with banding, gradients should be properly created. Image editing programs such as Photoshop create the smoothest gradients. Drawing programs such as Illustrator and FreeHand can produce good gradients if created properly. Various digital printing devices require a higher percentage in the highlight. Inkjet printing devices can hold a highlight dot around 5 percent, while laser devices require a 10-15 percent dot. In addition, other factors such as paper stock and the intended production method should be considered as well. Caution: It is difficult to create large area gradients with a small gradient distance (i.e. 0-30% across 11”).

### **Tint Screens**

Never use fine-detail tint screens (under 5 percent). Fine-detail screens appear acceptable when imaged to desktop printers (300–600 dpi) but virtually disappear when imaged at higher resolutions. If possible, avoid any screen higher than 85 percent. Other factors such as paper type (e.g., coating, hue and other properties) should also be considered.

### **Rules**

Never use rules that are less than .25 point. Hairline rules appear acceptable when imaged to desktop printers (300-600 dpi) but virtually disappear when imaged at greater resolutions.

### **Bleeds**

Bleeds should be provided by the originator, and should be included in all files that image off the final printed page. As a general rule, allow 1/8 inch minimum for any bleed. To ensure proper sizing/positioning when creating a bleed for an image (halftone, line art, etc.), the bleed must be provided.

## **Compressing Files**

Unless you are submitting files via electronic file transfer it is best not to compress files (using PKZIP, STUFFIT, or comparable programs). If it is necessary to compress files, make the files self-extracting. If file size is an issue, consider using a removable drive.

## **Backup Copies**

In order to ensure that important data is not destroyed, please backup copies of all files submitted to K&M Printing. All media and FTP transfers are fallible. Environmental conditions, accidental mishandling, and other factors can compromise files submitted for printing.

## **Current Visuals**

Always provide a current (UP-TO-DATE) fax, laser, or PDF visual generated from your files. A supplied visual is used as a general guide, not as a proof.

Every estimate we produce is done with the understanding that the digital files we receive for production are ready for production.