



WILLEY PRINTING COMPANY

ELECTRONIC FILE SPECIFICATION SHEET

WORKFLOW

In 2009 we upgraded Nexus to include a .pdf workflow and it has changed the way we handle our files. We are now able to use .pdfs as well as .eps files. A properly prepared file is proofed accurately, printed perfectly and delivered on time. Nexus is a comprehensive workflow management system that automates the pre-press production in commercial printing environments. Nexus offers optimum performance and a level of functionality unmatched in the industry. Nexus is a fully modular and flexible workflow system that integrates with our existing software and hardware to get the maximum output with minimal input.

WHAT WE NEED FROM YOU

Nexus works with .eps files and .pdfs. Each file needs to be set up as a single page layout (read one up) with marks and bleeds that are 1/4" on all four sides. Use only inks from the Coated palette, as the Uncoated palette is not accurately proofable. When we are using a page layout program we print to the workflow to produce a printable link. All .eps files are dropped into a hot folder for automated trapping and separating to arrive with a perfect link.

All color documents and/or imported color files should be CMYK or PMS spot color (Not RGB). CMYK images should not be used in a spot color job.

ELECTRONIC MEDIA

CD'S, DVD's, Thumbdrives, FTP (Call your Customer Service Representative for access), E-mail (Compressed, please use .sit/.sea or .zip)

INPUT REQUIREMENTS

Please label your media with the following information:

The job name, and application version(s), especially if it is from a Mac or PC

The company name and address.

The contact person and a phone number where they can be reached.

Please use descriptive names for files for easier identification. Please watch your name length.

Also provide print outs of your files, both separated and composite, for reference.

FONTS

1. Both screen fonts (suitcases) and printer fonts are required for quality output.
2. BE SURE TO INCLUDE FONTS IN GRAPHICS, LOGOS, AND EPS FILES.
3. Do not use font menu style attributes. Select the specific font from the font menu.
4. Reversed type smaller than 8 point (or type with hair-line serifs or detail) should not be used.
5. We are using Suitcase Fusion and Have Font Sense Turned On.

SUPPORTED APPLICATIONS:

QuarkXpress - 6.5 - 7.5 - 8.5.1

InDesign CS1 - CS5.5

Adobe Photoshop CS1 - CS5.5

Microsoft Word (Supports text only)

Adobe Illustrator CS1 - CS5.5

We are a Macintosh environment. We work in QuarkXpress, importing .tif, .eps or .pdf files.

Willey Printing prepress staff looks forward to working with you to achieve the highest quality job quickly and smoothly. As always, we will work with you to make just about any file print the way you like. Please call if you have any questions or concerns about this information or would like help in working with your file. We will be happy to assist you.

APPLICATION FILE SPECIFICATIONS

Here are some guidelines for you to follow. These are informative tidbits that we have put together from trouble shooting digital files. Please make every effort to conform to all of the following specifications to avoid errors and added cost to your job.

ADOBE ILLUSTRATOR

The premier application for designers and printers alike. Since 1988 Illustrator has led the way for vector based output. Be sure to use Pantone Coated spot colors when creating spot jobs.

1. **Use a ONE UP layout.** Use 8.5 x 11 layout for anything smaller than a letter.
2. **MARKS.** Use filter > create > crop marks. Make sure there is no image touching your marks. Use an offset of .125.
3. **BLEEDS.** Make sure bleeds are at least 1/8" on ALL four sides. Please make bleeds 1/4" when laying out books.
4. Use only Coated inks. **No Metallic or Uncoated inks.**

ADOBE PHOTOSHOP

The only application for photo or image editing. When we are thinking raster image, we think of only Photoshop. There are only a few guidelines for file set up.

1. Please DO NOT use RGB images. We only print CMYK or Process Color.
2. NO web images. No .gifs, .pngs, picts, Freehand MX or Go Live files. 72 dpi is for the web ONLY.
3. Do not forget the bleed. 1/4 inch is necessary for all jobs. Marks must also be present for accurate placement and trimming.
4. Resolution needs to be 300 dpi for 150 line screen. 400 if you want to use 200 line screen.

INDESIGN

When laying out in this program try to use these helpful tips.

1. Single page layout. This means one page at a time, no spreads no pagination.
2. Use same bleed guidelines as applications above. 1/4 inch all four sides. Marks must be present and use an offset of .125.
3. Use only Coated inks. **No Metallic or Uncoated inks.**

QUARKXPRESS

When laying out in this program try to use these helpful tips.

1. Single page layout. This means one page at a time, no spreads no pagination.
2. Use same bleed guidelines as applications above. 1/4 inch all four sides. Marks must be present and use an offset of .125.
3. Use only Coated inks. **No Metallic or Uncoated inks.**

PDF REQUIREMENTS

1. Always embed ALL fonts, especially PC users.
2. All bleeds must extend at least 1/4" beyond trim lines. Marks must be present, and have an offset of .125.
3. Press ready .pdfs created from page layout programs using "High Quality Print Settings" with Acrobat 6.0 compatibility. (ALL .pdfs are considered Final Files)
4. Some users may benefit from using our pdf settings, call for information.