



## FILE FORMATS ACCEPTED

### ADOBE PDF

Images are at a minimum of 300dpi and all fonts are embedded.

### ADOBE INDESIGN

Document is packaged with font files and high resolution images.

### ADOBE ILLUSTRATOR

Fonts must be outlined and images embedded.

### ADOBE PHOTOSHOP

Document is packaged with font files. Flattened TIF and JPG files are preferred.

### CORELDRAW

Document is packaged with font files and high resolution images.

### OTHER FILE FORMATS

If your artwork is not listed above, please contact us to discuss.



## PREPARING ARTWORK AS PDF

### COMPRESSION

Use Bicubic Downsampling at 350dpi.

### CROP MARKS AND BLEED

Allow for 0.25pt crop marks to sit at an offset of 6mm from the artwork. Bleed should be 3mm on all edges. Ensure artwork is supplied at the correct finished size.

### FILE SECURITY

Do NOT place any security passwords or restrictions on your files.

### MICROSOFT FILES

If the PDF is created from a Microsoft program, ensure that all black text is 100 Black and not an RGB Black. If your files require extensive amendments, you may need to resubmit them. There will be an extra charge for each new submission which will include an additional PDF proof. More extensive amendments are charged per hour.

### SUPPLY IN CMYK MODE

Ensure your files are CMYK. If your job is CMYK please remember to remove unwanted spot colours or convert them to CMYK and convert all your images from RGB to CMYK before sending them to us.

If your job is a spot colour (PMS) please remember to remove unwanted spot colours.

## RICH BLACK

The black ink used in offset printing doesn't produce a really dense or deep black. If large areas are printed using 100% black, they will appear grayish. Professional designers add a percentage of CMYK colors to the black to create what is called rich or deep black.

There is many different rich black combinations. the key is to saturate the CMYK black just enough without getting to much ink buildup. Cyan 60%, Magenta 45%, Yellow 10% and Black 100% (215% Total Coverage) is a good starting point.

Do not allow Total Coverages to exceed 220%.

Rich black shouldn't be used for small objects such as type (unless it is poster size text) or thin lines. This is done to avoid difficult registration issues when printing. In general, use rich black for objects that are at least 7 millimeters thick.

## IMPOSITION

Please do not supply imposed pages or 'printers pairs' because our workflow includes imposition software to impose correctly for our printing process.



## SENDING US YOUR FILES

Please ensure emailed files are no more than 10MB. If your files are bigger, please use the Upload button on our website. Alternatively, use a third party file transfer facility such as Dropbox, Hightail or WeTransfer.

## MULTIPAGE DOCUMENTS

For multipage documents, please supply all pages as single pages in page order within one file.

## ARTWORK SAFE AREA & CREEP

For documents heavy on page numbers, please allow for 'creep' in your design. It is best to allow sufficient space from the edge of the page to ensure no important information gets trimmed away. We suggest all text and images be at least 5-8mm away from the edges of the page. Contact your Account Manager for the specifications regarding the setup of your job if unsure.

## FONTS

Fonts should always be embedded in supplied PDFs. When supplying native files, fonts must always be packaged and supplied. Whilst we have an extensive font collection, there is no guarantee the version you have used matches ours. This can create problems with line lengths and spacing of the type. Adpost Group assumes all fonts are licensed and take no responsibility for embedded fonts.

YOUR MESSAGE IS OUR MISSION.

## FILE RESOLUTION

Resolution is the number of pixels within an image. The higher the resolution, the better the picture, however if you have too high a resolution it will not be utilised and makes your files too large. We suggest making your artwork a minimum of 300dpi when it's at full size.

Resolution has an inverse relationship with size – if you enlarge an image you lower its resolution and conversely, if you reduce an image you increase its resolution. How an image is originally attained will determine its resolution and what size it can be printed at in order to be clear and Sharp.

## PRINT FINISHING SETUP

### Varnish:

- Ensure all varnish is set to overprint.
- We prefer varnishes to be set up as a spot colour swatch named:  
**VARNISH: C:0 M:100 Y:0 K:0**

### Embossing/Debossing:

- Ensure that all embossing and debossing is set to a spot colour overprint.
- We prefer embossing to be set up as a swatch named: **EMBOSS: C:100 M:100 Y:0 K:0**
- We prefer debossing to be set up as a swatch named: **DEBOSS: C:100 M:50 Y:0 K:0**

### Knifelines:

- Ensure that all knives are set to 0.5pt overprinted strokes.
- Use solid lines for cut lines and dashed lines for folds/scores.
- We prefer knives to be set up as a spot colour swatch named:  
**KNIFE: C:0 M:100 Y:0 K:0**  
**CREASE: C:100 M:0 Y:0 K:0**



## FURTHER ASSISTANCE

If you have questions or require help with the preparation and sending of your artwork, please contact your Account Manager.

YOUR MESSAGE IS OUR MISSION.