

E&S Graphics, Inc.

We are pleased to accept your digital files via the Internet or any other means. However, to be certain that what you give us reproduces what you intended, it is important that the files are made correctly and that we have all of the elements needed to output the file. Following are some hints to make this process easier.

- 1) Make sure that all files are labeled clearly with the application version and platform and that we have a hard copy to compare with. If you email us the file please just fax us a hard copy at 989-875-4330
- 2) Please create a folder and include in it the application file, all linked artwork, all fonts (both True type and PS type 1)
- 3) When creating your document please decide from the start if it's to be spot color or process and build the document from there. Use only PMS colors for spot colors, don't use the stock red, green etc. Do not build it in RGB or include RGB images or artwork. Take any RGB artwork into a photo application (such as Photoshop) and convert them to your type of document. If it's to be full color convert it to CMYK and if it's to be spot color rebuild it using the Pantone spot colors.
- 4) Do not rotate artwork or pictures in the layout applications (Quark/PageMaker). Take them into your photo application and rotate it there. This will insure that a rotation error won't occur when we imageset the file.
- 5) Do not size artwork or images in the layout applications. If you do so the file will be much larger than necessary. Take the artwork into your photo application and size it correctly there.
- 6) Always set any bleed to print about 1/8" beyond trim lines.
- 7) Never let a rule or border be "hairline". Our imagesetters will not output the line correctly. Always give it a point weight (such as .5 pt, 1pt, etc.)
- 8) If you use any commercial clip art it most surely will be in RGB format. Therefore you must take it into a photo application and convert it properly there. Sometimes these files can be very troublesome so please let us know of any such artwork and include the original artwork in the folder.
- 9) **DO NOT USE THE TYPE STYLES ON YOUR LAYOUT PROGRAM.** I.e., Bold, Underline, Italic, etc. If you want a font to be bold you must use a bold font, if you want italic use an italic font. These features on your layout program affect the screen portion of the font only. The high-resolution part of the font will revert to its original state and we may not catch the change. Use only the font style that is native to the font you are using.
- 10) Scanned images of 300 dpi will usually be sufficient. Any higher resolution will not be of much benefit but will make the file much larger.
- 11) If you don't understand the trapping features of your application – don't use them. We will take care of any trapping on our end.

Microsoft Publisher users:

- 1) Use Publisher 2000 if at all possible. Other versions may not convert properly.
- 2) Use the pack and go for commercial printing feature (under File at the top of your screen)
- 3) Try to avoid using the templates; these may cause some unseen problems when we output your file. If you find an idea you like on a template you can re-create it ...all the necessary artwork is included.
- 4) As stated before, all publisher art is RGB so it must be taken into a photo application and converted.
- 5) Do not use the supplied color pallets. Create your own pallet using either CMYK or Pantone colors before you start your job and use only those colors in your file. Do not use common colors such as blue, red, etc.
- 6) At this time Publisher only supports 2 spot colors. If you need any more the job must be created and ran as a process job. I understand the new version of Publisher will support more colors
- 7) Try to avoid using Publisher's graduated screens. They may not reproduce as you see them on your screen.
- 8) Use only TrueType or PS type 1 fonts. **DO NOT USE PRINTER FONTS** (these are the fonts with the little printer in front of them).
- 9) Us a Postscript printer driver when possible as your default printer. It will give you a truer output.

Mailing List Preparation

- 1) Make sure your list is created, or can be exported as a common spreadsheet or database format, i.e., xls, .dbf etc
- 2) Make sure that the zip code, state, city and address are all in separate fields. No field can be more that 38 characters in length. The city/st/zip field must not be more than 38 characters combined.
- 3) Please use only one address field. There is no need to give the street address if there is a post office box. The post office box ALWAYS takes precedence.
- 4) If you merge two or more lists be sure that no field is cut short or that you didn't paste the rows out of order. This is an easy error to make.
- 5) We can duplicate sort your list to remove name/address duplicates. Tell us if you wish us to do so.

