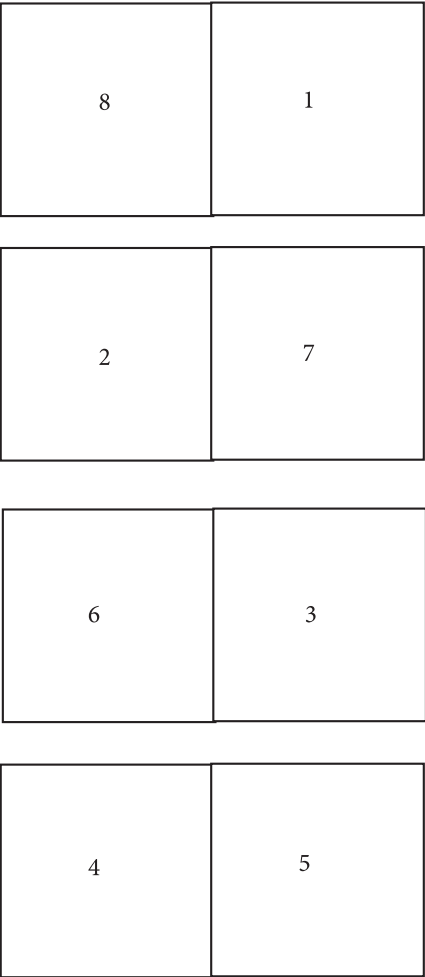




## Correct Pagination:

When laying out your booklet spreads keep in mind they have to be placed in the correct order for assembly, which is not simply laying them out in numerical order. The correct pagination for an 8 page booklet is:

Left Panel	Right Panel
Pg. 8 (back cover) .....w/ .....	Pg. 1 (front cover)
Pg. 2 .....w/ .....	Pg. 7
Pg. 6 .....w/ .....	Pg. 3
Pg. 4 .....w/ .....	Pg. 5



## **Photoshop files**

- Make sure you are creating your file with a resolution of 300 dpi at 100% to final size. (Low resolution photos/images produce poor quality prints).
- Set your color mode to CMYK or Grayscale (If any other color mode setting we cannot guarantee the color will match as you selected). We do accept Duotone and Pantone (PMS) colors but please make sure you keep the channel settings. If not saved or set up correctly we do charge \$75 per hour to fix your files.
- Please save as PSD with layers. We also accept TIF or EPS files but please keep in mind the layers will flatten and we will not be able to fix or adjust your files accordingly if needed.
- If doing any halftones or gradients keep in mind with printing silk screen the film will produce a lighter image than what you see or set on your computer. We suggest you keep all halftones or gradients between 15% and 85%. If lighter we cannot guarantee it will show or if darker it may appear as a solid.
- Any text created in photoshop may appear slightly pixilated. If you are concerned about the clarity of the text please set all text in Quark or Illustrator.
- Make sure all artwork has 1/8 inch bleed outside of template if any image, color or text goes to the edge. Please when designing CDs or DVDs that you do not cutout the inner diameter circle, we will do that on our end when setting up for a proof and print. If you want to mask the circle for viewing please keep the PSD file as layers so we can take it off before setting up the file, if flattening the file and saving as a TIF or EPS file please make sure you take the mask off before flattening and saving.
- Please use a small center registration mark or outer cropmarks to ensure your file is placed correctly. If you do not set these we will use our judgement on placing when setting your file for a proof and print.

## **Illustrator files**

- When using any text in Illustrator please create the fonts as outlines, unless there is a possibility of any text changes you need us to make, then we will need you to supply any fonts used.
- All links placed in Illustrator need to be embedded or supplied. We suggest you supply the linked files incase we may need to fix or adjust the file accordingly for print set up. (Do not embed the file if you are doing any Pantone (PMS) Spot colors these files should be supplied, the settings will default the embedded file to CMYK, and we will have to charge \$75 per hour to reset your color). All linked files should be high resolution 300 dpi, CMYK as a TIF file or PMS Monotone as a EPS file.
- Any colors used should be set as CMYK or Pantone (PMS). PMS colors should be selected from the Pantone Color Coated Swatch Library.
- Make sure you set traps for all Pantone (PMS) Spot colors when colors touch or overlap. This should be set at .5 pt unless the font or image is small.
- Please use a small center registration mark or outer cropmarks to ensure your file is placed correctly. If you do not set these we will use our judgement on placing when setting your file for a proof and print.

## **QuarkXPress files**

- All fonts and links should be supplied. (Links should be in CMYK or Pantone (PMS) color only!
- Crop and fold marks should be in Registration color only. NOT BLACK.
- Make sure all artwork has 1/8 inch bleed outside of template if any image, color or text goes to the edge.

## **Font Limits** (for all of the above programs)

- Spot Colors: should be no smaller than 4 pt positive and 5 pt negative
  - CMYK: should be no smaller than 6 pt positive and 7 pt negative
  - Halftones/Gradients: should be no smaller than 7 pt positive and 7 pt negative
- (If set any smaller than the above specs we cannot guarantee the clarity or legibility of the font)

## **Graphics Service (\$75/hour)**

- Fixing or adjusting customer supplied art
- Full or partial design and layout
- Typesetting or recreation of unusable documents or art files
- One on one consultation
- Preflight and setup minimum charge of \$15