

How to Create

Print Ready Files

for digital output at

WePrintDirectForLess.com



General Instructions When Using Page Layout Programs

Whether you are using QuarkXPress, PageMaker or InDesign, the specs below apply. Click on the name of the software you are using at the bottom of the page to take to you a page containing details specific to that application.

File Size: Create your files to the exact size as your final trim. If you want elements to print up to the edge, just allow them to hang beyond the edge of the page in your file. Do not create files that are larger than the trim size. For example, do not place a 6" x 4" card in the middle of an 8.5" x 11" document or create a 6.25" x 4.25" document that includes the bleeds.

Resolution: Be sure that all bitmap images you place are at least 300 dpi and that you do not enlarge your images greater than 125% or reduce them less than 30% in your layout file. If you find you need to enlarge, reduce or crop out your image by quite a bit, open the image file and resize/crop and resave.

Color Space: Make sure the colors you are creating in your application are based on CMYK or Pantone color palettes. When using the Pantone system, make sure the colors are set to be process, NOT SPOT colors.

Images: Be sure all placed images are in CMYK color. Place only correctly prepared tiff or eps files. See Photoshop, Illustrator or FreeHand pages for information on correctly preparing image files. Do not copy and paste images from a pasteboard or clip-art program. This does not create a link to a high-resolution image. You must place/insert images into your layout. Failure to do this will delay printing and shipping of your printed pieces while we contact you to upload/send us missing images.

Fonts: DO NOT USE the font style available in the fonts palette (i.e. bold, italic, shadow). You must have an actual bold or italic font file loaded to choose from in your fonts list in order for the font to print correctly for our type of printing. It will look fine on screen, probably print ok to a desktop printer, but will not print correctly to a high-resolution device. We will not be held responsible for fonts not imaging as you expect if you use the font styles palette.

Page Layout: If you are creating a booklet or catalog, please create your layout as single pages. (i.e. do not create two 8.5 x 11 pages as one 11 x 17 page) Run your pages in reader spreads, do not create printer spreads. Our imaging software will automate the positioning process.