

# 2011 Preflight Checklist & File Preparation

Download FREE item design templates at [admorefolders.com](http://admorefolders.com) or our non-branded website [foldersolutions.com](http://foldersolutions.com)

## Accepted Programs

Mac and PC files for these programs:

- InDesign
- QuarkXPress
- Illustrator
- Corel Draw - convert type to curves
- Photoshop

## NOT Accepted

The following file formats will be rejected:

- Microsoft Publisher
- Microsoft Powerpoint
- Microsoft Word
- PageMaker: convert to InDesign

## Preflight Checklist

### Page Layout:

- Download item template: [admorefolders.com](http://admorefolders.com) or [foldersolutions.com](http://foldersolutions.com)**
  - Custom item? We can create a template to your specs.

Art must be designed on our templates.

### Sending Artwork as a .PDF File:

- High-resolution (print quality) .PDF documents. Include 1/8" bleed.  
**WRONG TEMPLATE; INACCURATE FILES; LOW-QUALITY GRAPHICS WILL BE REJECTED.**

### Sending Artwork as Layout Files from "Native" Program:

- Collect all elements: use "Package" & "Collect for Output" in program to simplify process.
  - Fonts:**
    - printer & screen fonts. Use font from list – **not styles: bold, italic, etc.**
    - type in Illustrator files: convert to outlines/paths (curves in CorelDraw).
  - Images:**
    - hi-res photos: 300 dpi CMYK & grayscale. **No RGB/72 dpi web graphics.**
    - scan/line art: 1200 dpi, bitmap images.
    - save as: **.TIF** format.
  - Graphics:**
    - vector (outline) art: convert all type to outlines.
    - use proper color mode (spot/PMS or CMYK - not RGB).
    - save as: **.EPS** format.

### Ink & Color in Your Artwork:

- Spot color PMS (Pantone®) printing: use **SPOT/PMS** colors.
- Four color process (full color) printing: use **CMYK - NOT RGB.**
  - Large black areas: add 40% cyan to 100% black.
  - Blue in CMYK graphics: blue can cast toward purple – how to avoid this? Refer to Pantone® 4-Color Process Guide & Pantone® Color Bridge. Select a blue-formula with 30% more cyan than magenta in the mixture.

### Foil Stamp and Emboss Artwork:

- Supply as vector (.EPS) art – convert type to outlines; avoid intricate detail & screens.

### Avoid Errors in Your Files:

- Proofread & test print your files: print color separations. Make a mock-up: print a reduced copy, cut-out & fold up...does copy fall on correct panels? Added charges apply if we need to modify your files.  
**We are not responsible for errors in supplied files.**

## Sending Your Files

- P.O. # and job name MUST appear in the subject line.**
  - Name files properly.
  - Sender of files should include this info to match art to P.O. and for work to begin.

- Compress files & send.**
  - Mac: Stuff-It or PC: WinZip

### Email - files smaller than 10MB

[admore\\_prepress@ennis.com](mailto:admore_prepress@ennis.com) (Michigan)  
[anaheim\\_prepress@ennis.com](mailto:anaheim_prepress@ennis.com) (California)

### FTP - files up to 400MB

go to: [admorefolders.com](http://admorefolders.com)  
click: ART HELP tab on our home page  
choose: FTP upload

- Ensure art matches specs.**
  - Test print files for accuracy.
  - Does file have necessary bleeds?
  - If .PDF artwork: is it press quality?



### Michigan

24707 Wood Court • Macomb, MI 48042-5378  
**800.523.6673** • fax 800.215.2664

### California

200 E. Cerritos Avenue • Anaheim, CA 92805  
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