

2010 Preflight Checklist & File Preparation

Download FREE item design templates at admorefolders.com or our non-branded website foldersolutions.com

Accepted Programs

Mac and PC files for these programs:

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

NOT Accepted

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

Preflight Checklist

Page Layout:

- Download item template (go to admorefolders.com or foldersolutions.com)**
 - Custom item? We can create a template to your specs.

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.

Art must be designed on our templates.

SEND 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 before sending.**
Mac: Stuff-It or PC: WinZip

Email - file size less than 5MB

admore_prepress@ennis.com (Michigan)
anaheim_prepress@ennis.com (California)

FTP - file size up to 200MB

go to: admorefolders.com
click: ART HELP tab on our home page
choose: FTP upload

Michigan

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

California

200 E. Cerritos Avenue • Anaheim, CA 92805
800.338.5525 • fax 800.378.5525