

## File Submission Guidelines

To ensure that your job is printed as you intended, it is important that you follow the guidelines Central Printing & Media Solutions has listed below when creating and preparing your print project. .

### Use a page size that is the actual page size of the job

When you create your artwork, make sure that the page size you choose in your page layout software (e.g. InDesign, Quark) is the same size your job is to be printed at. If your print project needs to be printed right to the edge of the page you need to provide a document with bleeds (see below Bleed)

### Bleed

If you want your job printed right to the edge of the page, with no white border, then you need to provide your job with bleeds.

'Bleed' is the area that will be trimmed off after the job is printed and cut down to the finished size.

The bleed area should be a minimum of 1/8" outside the final paper trim edge.

Page layout and drawing software such as InDesign, Quark and Illustrator allow you to choose the exact page size, and they add an area for bleeds and other purposes.

If your software does not allow you to set up for bleeds you will need to set up an oversized page, and draw guide lines to the exact page size to show you where the job will be trimmed. Any part of your artwork that you want to print to the edge of the page should be extended right to the edge of the bleed area (i.e. beyond the page size guides you have drawn to show you where the job will be trimmed).

It is recommended that text and graphics in your artwork stay within a "safe zone" of about 1/4" within the final trim edge. (This ensures a professional finish and also eliminates the risk of any part of the text or images being nicked during trimming).

### Make sure your job is designed correctly for folding

If your job is going to be folded then it is recommended that, before providing us with your artwork, you print your project and fold it as required. (See CPMS templates or call your Sales Representative for measurements) You can then ensure that all of the elements on the page are positioned correctly.

### Fonts

#### Use Correct Fonts

The fonts you use in your artwork should always be Postscript fonts. While TrueType fonts are suitable for printing they can cause problems with commercial printing.

#### Bold & Italicized Text

Do not use Bold or Italic in the style menu. Use the actual font.

#### Embed or Convert Fonts

To ensure that your job is printed with the fonts you have used in your artwork you must either embed the fonts in the PDF you provide or convert the fonts to outlines.

#### Use high resolution images

Images used in printing must be of much higher resolution than those used for displaying on computer screens. Therefore please make sure all the images you use are 300dpi.

#### Make sure your file uses CMYK color space

For a Print Job, the file must be provided in CMYK.

The file you send us must be a composite CMYK file (one PDF file), not pre-separated files (four PDF files)

## Supply PDF files

Our first preference is to receive your project as a PDF file.

The advantage of doing this is that the file size will usually be small enough to email or upload, and you don't have to send us linked images or fonts, thus lessening the chance for mistakes to occur.

As mentioned above, it is important that the PDF file:

includes bleeds if your job prints right to the edge of the page

have all fonts embedded or converted to outlines/curves

have high resolution images (ideally 300dpi at the size they will be printed)

have all images converted to CMYK for 4-color work and Grayscale for 1-color