



### **Electronic Prepress Submission Standards**

It is critical to the success of your printing job that the files are submitted correctly to achieve the highest quality printing and the quickest turnaround possible. With this in mind, Martin Graphics has developed these Electronic Prepress Standards in order to help our customers achieve high quality printing without any additional and costly time for us to rework the files.

### **Page Layout**

- All pages should be built to be the actual trim size of your finished product. For instance: if your final publication size is 8 3/8" x 10 7/8" your document size should be set up at 8 3/8" x 10 7/8".
- Please keep all live copy 1/4" from trim.

### **Preferred Document Layout Formats**

- Adobe InDesign (Mac: Any version, PC: up to Version CS6)
- Quark XPress (Mac: Up to Version 8)
- Adobe Acrobat PDF

Files designed in other non-professional design software may result in additional cost and or delays (i.e.: CorelDraw, Microsoft Publisher, Microsoft Word, PowerPoint, Excel)

### **Bleed**

All files should have bleed that extends past the final trim size by 1/8".

### **Trapping**

Please do not trap files. All trapping is done by our RIP (Raster Image Processor) to meet our press requirements.

### **Fonts**

PostScript, TrueType or OpenType fonts are accepted. Postscript and OpenType fonts are preferred. TrueType fonts do not yield consistent results. Please send all fonts used in your layout, including those placed within linked artwork. Avoid using "applied" type styles from a text stylizing palette. Instead use the font list within your application to select the **Bold** or *Italic* font that you desire.

When using Macintosh fonts, be sure to include screen and printer versions of PostScript fonts. TrueType fonts only consist of one item.

Windows fonts are typically found in the "/windows/system" directory. Select only those you have used and copy them to a font folder that you have created for your job. Windows PostScript fonts require both ".psm" and ".psb" extensions. TrueType fonts will have a ".tff" extension

### **Source File Submission**

If you are supplying us with source files (i.e. Quark, InDesign, CorelDraw) you must include all linked files that are placed in the document:

- Please include the Source file (Quark, InDesign file)
- Include all links used on the page (EPS, TIFF, JPEG linked files)
- Include all printer and screen fonts
- Include a hard copy printout of what the final product should look like

When Using Adobe InDesign, please use the "Package" feature. To use this, at the top menu bar click on "File" and drag down to "Package...". This will walk you through the steps necessary to supplying us with a packaged file that includes all the placed links and fonts.



### **Linked File Requirements**

- All graphics should be saved in CMYK (Cyan, Magenta, Yellow, Black) colorspace. Files supplied as RGB (Red, Green, Blue) will require additional time to be converted to CMYK.
- All linked raster files should be at least 300 dpi.
- All files should be placed around 100%.  
(For example a file that is scanned in at 300 dpi and placed at 400% will generate a final resolution of only 75 dpi.)
- Preferred linked file formats include TIFF, EPS, and JPEG.
- TIFF files should be saved with no LZW compression.
- EPS Files should be saved with a Mac Preview, Binary Encoding and No Compression.
- JPEG files should be saved with low compression/high quality. (i.e. compression around 10-12)
- Total ink density should not exceed 320%
- All Bitmap TIFF files should have a resolution of at least 1200 dpi.

### **Layout Requirements**

- All files should be set up in single pages or readers spreads.  
(Please do not set up files in printers spreads as our RIP software handles all imposition.)
- Please specify all rule widths to maintain consistency. The use of "hairline" rules should be avoided.
- All small black type (under 18 pt.) should be set to black only. **DO NOT USE REGISTRATION COLOR TYPE.**
- All black type larger than 18 pt. and any large solid black areas should be underbodied.  
(Our standard underbody is 40% Cyan, 30% Magenta, 30% Yellow and 100% Black)

### **Hard Copy Proofs**

An accurate hard copy is essential for our Prepress Technicians to use as a guide so that they can be sure that there are no missing images, copy, fonts, etc. on your job. It is also essential for our internal quality control process.

### **File Transfer**

Depending on your file size requirements, there are several ways to send your files to us. Files under 10 MB can be emailed to us. Any files over 10 MB should be uploaded on our website or sent to us on CD or DVD.

### **PDF Files**

When creating pdf files, please select a Press Quality setting or its equivalent thereof. Embed all fonts that are used in the file. Raster images should not be downsampled below 300 dpi and if they are compressed, keep the quality high. Bitmap images should not be downsampled below 1200. Please include 1/8" bleed and crop marks to the file. Crop marks should be offset from the trim the same distance as the bleed. The file should be printed on a sheet size large enough to accommodate the crop marks (approximately 1" larger than trim).