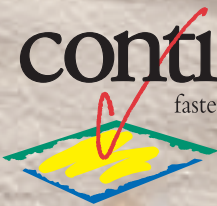


# Preflight



**continental**

faster, better, smarter printing





# Preflight

## IMPROVE THE PRINTWORTHINESS OF YOUR PAGE LAYOUT FILES.

PreFlight: A prepress term describing the series of checks made on a job before it is ready to be printed on either an offset press or a digital printer.

*Anyone who designs a file for print has one ultimate goal: To have that file come off of the printing press looking great. This is where preflighting comes in. If you check your files carefully, thoroughly, yet quickly before you release them to us, you have a much better chance of printing great-looking files on time the first time.*

### **The files we need.**

When supplying us with files, there are a few industry-standard guidelines we would like to share with you. These simple procedures can ensure that your job is produced as quickly and as smoothly as possible. We would like to emphasize, however, that these are only guidelines. If they aren't realistic for you, don't worry about it. We pride ourselves in doing

whatever it takes to make your project successful. In terms of files, we suggest you include the following:

### **Layout files or PDF.**

If you are supplying your original files, these typically include a QuarkXPress or Adobe InDesign document or a file from another program you used to create your job and the supporting files used to build your pages. If you are supplying a PDF, make sure you embed your fonts and images. Also remember if your document has bleeds to include them when saving a pdf.

If your print job has artwork that bleeds, pull the edges one-eighth inch (.125") past the finished (trim) edge of any side of the page that will bleed. The bleed must be pulled past the edge of the page so that we

can cut the page down to create the bleed-to-the-edge effect.

### Fonts.

While we might already have them, remember there are many versions of the same font even if it is from the same foundry. Different versions can cause slight variations in the kerning and letterspacing, which in turn can have disastrous results on your carefully-crafted line breaks. This is why you should always include your fonts, especially if you have used system fonts, such as Helvetica and Times. If we catch the change, we can fix it for you, though making these changes takes time. It's best to try to avoid the problem in the first place by always supplying us with the fonts.

### Illustrations, scans and other artwork.

While it may seem they have been "placed" in your layouts, in reality, they exist as separate documents that need to be sent along with layout files.

### GIF, PICT, TIFF - Which one is right for printing?

The file formats that are best for printing are

Tiff and EPS. JPEG files will also work if saved at a high enough resolution. GIF, PICT and BMP files are not recommended because they usually look good on your screen but will print fuzzy or jagged.

### Laser or ink jet proofs.

We prefer laser or ink jet proofs at 100%. It makes it easy to ensure that your line breaks have been maintained, all fonts have been rendered correctly and all placed graphics printed. If that's not realistic because of the output size of your desktop printer, don't worry about it. We can work with desktop proofs scaled to output on your printer.

If your project includes areas of complexity such as die cuts or special folds, feel free to mark up your proofs with notes to help us understand what you intended, and to give us a standard to compare our work against.

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If you have any questions or would like more information about this article, please give us a call at 320-251-5875. We are here to help!

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# How to send us files

There are a number of ways to get your print files to us, here is a short compilation of the most common.

**Email** – You can email your files directly to your customer service representative, if the file size is small enough. Typically, files that are less than 5 mb in size, can easily be attached and sent via email. We recommend that you use a stuff or zip program to compress your files. Compressed files are less likely to be corrupted in transfer, and they are usually smaller than the original file. Please fax us a laser copy of the print project to ensure everything looks as you intended.

**CD** – You can burn your files to a CD and mail it to us, drop it off, or if you are in the St. Cloud area, we can have our driver stop and pick it up at your office. Please follow all of the recommendations regarding preparing your files for printing (include all images & fonts, and a laser output of the finished product would help to ensure everything looks as was intended).

**FTP** – You can upload your files to our FTP server from our Website. FTP (File Transport Protocol) is the most efficient means of sending us your



electronic artwork, especially files that are too large to email. Prepare your files like you would for emailing or burning on a CD. Navigate to our website, [www.cponline.com](http://www.cponline.com), and choose “Send A File” from our homepage. This will take you to a submission form to fill out, and an easy file browsing upload area. Follow the directions for preparing, locating and uploading your files, and your files will be saved from your computer to our FTP server.

A copy of the information you supply us with is instantly shared with your customer service representative and they will contact you regarding your project. *(If you don't know who your customer service representative is, don't worry, any of our friendly representatives will be happy to help you.)* And, please fax us a laser copy of your print project, to ensure everything looks as you intended.

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Quark and InDesign both have an easy process of gathering all the files needed for a job. **If using Quark** follow these steps: with your document open, go to file on the menu bar at the top of your screen. In the drop down menu, select collect for output. In the next window that opens, check the boxes for: layout, linked pictures, embedded pictures, screen fonts and printer fonts. Click save. All of these items will then be collected to a folder, which you will then send to us. **If using InDesign** follow these steps: with your document open, go to file on the menu bar at the top of your screen. In the drop down menu, select package. A printing instructions window will open, click continue. In the next window that opens, check the boxes for: copy fonts, copy linked graphics, update graphic links in package, use document hyphenation exceptions only, include fonts and links from hidden document layers. Click save. All of these items will then be collected to a folder, which you will then send to us. If you have any questions or need help collecting your files, give us a call and we can walk you through it.

HOW TO  
Gather Files



*Kathy, Bob, Karen*

## PREPRESS DEPARTMENT

Our prepress department has over 60 years of combined printing experience.

All of our prepress specialists have an extensive background in print document layout, digital design, and ready to print file preparation.

Whether you bring in a press ready file or just have an idea of what you would like for a finished product, our prepress department can help you make it a reality.



RETURN SERVICE REQUESTED

## Definitions:

**Bleed** - An extra amount of printed image which extends beyond the trim edge of the sheet or page.

**PDF** - (Portable Document Format) a file format that has captured all the elements of a printed document as an electronic image that you can view, navigate, print, or forward to someone else.

**FTP** - (File Transfer Protocol) This is the language used for file transfer from computer to computer across the Web.

**Resolution** - The number of pixels (dots) per inch in a picture.