

For Your Information

Electronic File Preparation

Before sending electronic file document, make sure that you have included:

1. A completed *Electronic Imaging Order Form*.
2. All printer & screen fonts need to be used in your document; both types are required for accuracy.
3. All EPS and/or TIFF files and any appropriate links.
4. All required Quark Xpress Extensions (if submitting a Quark Xpress document).
5. All original application files.
6. Final laser proofs and/or separated laser printouts of all document pages.
7. Complete information concerning quantity, special printing instructions, preferred line screens, preferred color proof formats, any special considerations, etc.
8. DO NOT prepare your file through pre-press trapping. Separation software.
9. If using Corel Draw, try to export as Illustrator 8 files and turn fonts into paths and include all images.
10. When e-mailing a file be sure to include all fonts and images. Send a FAX or PDF with dimensions for viewing purposes. Use *Stuff It* or *Zip It* and include CardPak's Job No.

When creating your documents, keep these requirements in mind. A properly created document will result in quicker and more accurate file output and printing. Call your CardPak Customer Service Representative if you have any questions (800) 824-3342.

1. **Establish your page dimensions to match the final trim dimensions.** Designing a 3"x5" card on an 8_ x 11 page format will result in substantial file preparation time & increased cost.
2. **Do not create lines finer than 0.2 point.** "Hairline" rules usually image at 1/2540 to 1/3000 of an inch (0.03 point to 0.02 point); these lines are barely visible in the resulting proof & will not expose to a printing plate.
3. **Correctly specify all picture box frames.** Some imagesetters cannot reproduce a custom frame created in Quark Xpress. If you need to use a decorative frame, create it in Illustrator or FreeHand.
4. **Correctly position images in their picture boxes & check your cropping;** especially dark images where the black transparency borders could be included accidentally in the crop.
5. **Confirm the "OK", "Up-to-Date" and "Findable" status of all imported images.** Images that have been altered after being placed within a PageMaker or Quark Xpress publication without relinking or updating may shift or change within the page layout, resulting in improper proof output. Images that have been placed in a document but which have not been supplied along with the document will be established as "Missing" in the Links or Picture Usage dialog boxed and a low resolution RGB proxy image will be substituted, again resulting in improper proof output.
6. **Do not apply computer stylizations** (i.e. "Bold", "Italic", etc.) to your type fonts. Instead, use actual fonts, like "Futura Bold" or "Bodoni Italic". This manner of font management will prevent malformed or bitmapped type being output to proof.
7. **Clean up the pasteboard space & delete all superfluous elements around all pages.** Neatness counts & stray elements could possibly be imaged in error.
8. **Establish picture boxes with background colors for grayscale/color images;** use white as the picture background for 4-color images. The ONLY time you should indicate "None" as a picture box background is when you have an EPS with a clipping path in the image.
9. **Do as much, if not all, image manipulation** (i.e. rotating, resizing, skewing, etc.) within the image's originating application. Only then should you place the image into your page layout.
10. **Do not use PICT files** these are low resolution RGB or imported RGB files.
11. **Check your work with laser proofs.** Pay close attention to spelling, trapping, hang hole location (front and back of the card) and bleeds.
12. **Disk supplied by the customer** should have a note instructing CardPak on what products you wish to be produced in its final form.
13. **Correctively label your colors.** Do not use colors such as red, purple, green, yellow, etc. If a pantone color is used, please label it correctly.

