

Cardpak's Quick Guide For Electronic File Preparation

To maintain high quality printing standards and to insure prompt turnaround, files need to be prepared to certain specifications. Below are some helpful hints to minimize delays.

Do Not Delay Read This Now!!!

1. Supply your CSR with a sample for die specs and graphics whenever possible
2. Supply a color print at 100% size for color break (not intended for color match)
3. If no color print is provided, Cardpak Inc will produce one at a charge
4. If e-mailing a file supply a PDF as a separate attachment or a FAX of the item for comparison
5. If a COLOR PRINT, FAX, PDF or DIE SPECS are not supplied, delays may be incurred
6. Always supply the finished size, colors or any pertinent information (the more the better)
7. Supply a directory of disk contents.
8. Only place items on the disk that are needed for the order (we will only download ordered items)
9. If multiple items are supplied on the disk highlight the items needed for that order
10. Supply the Fonts both SCREEN and PRINTER unless fonts are TRUE TYPE
11. Supply only the fonts used for that item **not an entire font library**
12. Do not use the stylize button to **bold** or *italicize* fonts, use an actual font
13. Type set in Photoshop will be rastered and will not print clean
14. Clean the file of all extraneous elements such as spaces or periods which may be an unused font
15. Prepare the document to the final trim size **not on an oversized page**
16. Make sure there is at least 1/8 inch bleed on all sides beyond the trim
17. Supply all die specs on a separate layer
18. Supply a complete file each time a file is sent
19. Supply all images at a minimum 300dpi resolution at placed size
20. Use correct color naming on color palette i.e. Pantone 286 (Royal Blue is NOT a color)
21. Supply all color images as CMYK not RGB, LZW etc.
22. Make sure all images are linked or placed
23. Make sure images are named the same as the links
24. Do not place stray or extra images which are not used in the file
25. Try to supply original images as embedded images are not editable
26. Each item/card should be on its own page. Do not gang multiple cards on one document
27. Do not supply unused layers
28. Always try to supply a layered Photoshop file
29. Do not create manual trapping by adding a stroke
30. Always specify which version of an application was used
31. Try to keep all copy 1/8 inch from any internal or external trim