

Linked Images and Fonts

If you are providing a file other than a PDF we request that you include all of the images and fonts which are used in your design along with your original file. The absence of these items can lead to images and text not appearing correctly. In Microsoft Publisher, Word, Excel and PowerPoint you usually don't need to include links as they are embedded in the file itself. However, if you have used an unusual font which we may not have here on our computers then you will need to provide it. In most cases it will be easier to simply make a PDF for submission instead of searching for fonts on your hard drive. On the occasion that submitting a PDF is not ideal please feel free to ask us for assistance in locating fonts on your hard drive, or with any other questions you may have.

Turnaround Times

The time necessary to complete your order will vary depending on the type of project you are printing as well as on our current in-house workflow. The more time given for proper setup and troubleshooting of potential technological issues, the less room there is for error. However, we do understand that there are occasions on which rapid turnaround times are necessary and we will do our utmost to cater to your needs. Please note that additional rush charges may apply in order to have your order moved to the front of the line. Also note that jobs which require additional changes after the first proof should be proofed again and, in turn, *may* require an extension on the due date. Please refer to the back panel of this brochure for a checklist of things which may assist you in preparing print-ready files and help prevent possible delays in printing your order.

Paper Sizes

8.5 x 11
8.5 x 14
11 x 17
12 x 18
12.6 x 19.2 (color printer only)

Please keep in mind that color will print only up to 1/4" from the edge of the page. If you would like color to fill the entire page dimensions then your file (including bleeds) must be printed on a larger sheet and trimmed down.

Envelope Sizes

A2	A6	A7	A8	A9
5.75 x 4.375	6.5 x 4.75	7.25 x 5.25	8.125 x 5.5	8.75 x 5.75

Checklist

Because there are a number of details to examine when designing and printing a job, we have composed a short list of items to review before submitting files, and again when proofing prints for output. Scrutiny of these details in the early stages of your project's completion will streamline the production process and help prevent delays.

- content placed at *least* 1/8" inside crop line
- minimum 1/8" bleeds included if necessary
- content is sufficient resolution for print
- crop and fold lines are indicated
- fonts and links are included if necessary
- specify printing as single or double-sided
- paper stock, quantity of prints, finishing needs, etc. have been specified
- media/files are correctly labeled
- spelling, grammar, punctuation are correct
- phone numbers, addresses, emails, names, titles, dates, year, etc. are all correct
- finished size of piece is correct
- no missing or added content
- layout & positioning of all elements is correct



For further information please visit us online at:

www.applieddi.com

There you will find details on our products and services such as banner printing, presentation signage, book binding, lamination, & architectural printing. You may also request an estimate for your job, meet some of our key staff, and refer to our Frequently Asked Questions section.

Preparing Files for Digital Output

A quick-reference guide for customers of ADI

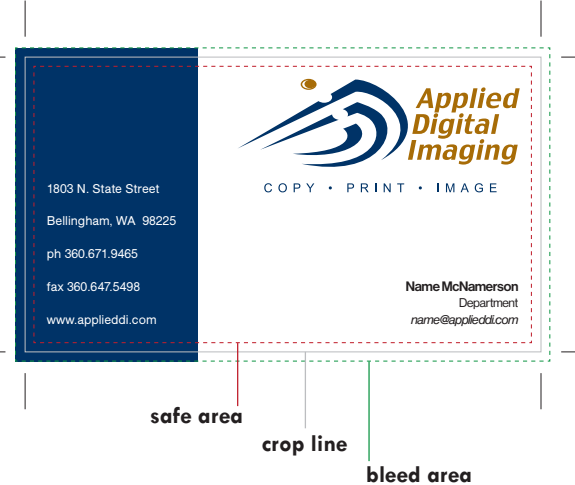


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Here at ADI we encounter a variety of people with a variety of printing needs. However, there are a few questions that we've noticed many people seem to share, regardless of their project. This brochure briefly outlines some commonly used pre-press vocabulary and its application. We hope you find it helpful.

Bleeds and Safety Margins

A bleed is the extension of a color, photo, or design element beyond the cut line on a printed piece. Our finishing department cuts stacks of hundreds of sheets at a time and, although our machines and the people who work them are great at what they do, they do need a small margin for error. That way if a cut is slightly off, the white of the paper won't show along the edge. We request that you include at *least* a 1/8" bleed in layouts which have color to be printed to the edge of the crop area.

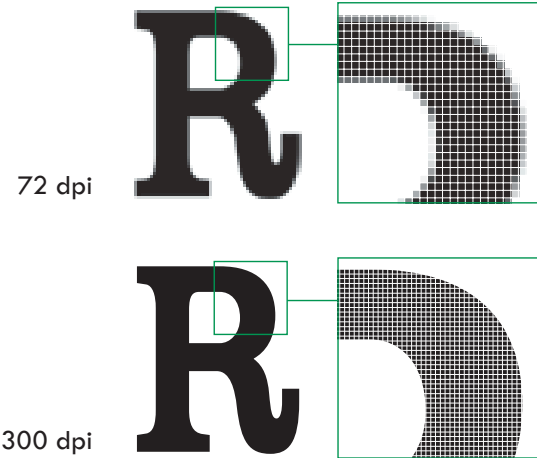


A safety margin is the opposite of a bleed. If you place type or imagery too close to the crop line some of it may get cut off. We request that you keep text and image elements at *least* 1/8" inside the crop marks.

Resolution

Resolution is the amount of detail included in an image. Digital images are made up of pixels, like square tiles on a floor. The number of pixels in an image (or tiles) determines its resolution and is referred to as DPI – dots per inch.

It would make sense then that a 4x6" photograph made up of 300 pixels would look sharper than the same photo made up of only 72 pixels. For quality prints we ask that you provide files which are 300 DPI at the dimensions you wish them to be printed. Exception: Inkjet Department requires only 150 DPI.

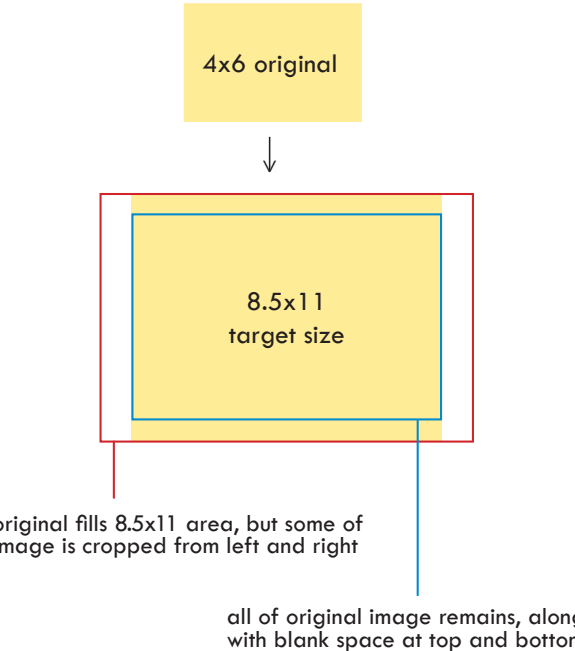


In addition, it is important to note that a file saved at a high resolution can be saved down to a lower resolution, but once resolution has been lowered that image information cannot be added back in. To revisit the tile floor analogy, if you decide to cut tiles to 2x2 in order to cover a floor, but then decide you'd rather the tiles be 1x1 on that same area of floor, you can simply trim the tiles down. But once you have cut them down to 1x1 you cannot make them 2x2 again.

Proportion

It is not uncommon to enlarge or shrink photos and other artwork as part of a design project. However, one important thing to keep in mind when increasing or reducing the size of an image is proportion. Usually standard photo and paper sizes are not proportionate to one another. Therefore, when altering the size of an original, one must keep in mind that part of the image may be cropped in order to fill the page, or white space will need to be left around the image in order to preserve all of the original.

For example, a photo which is originally 4x6" in size can easily be enlarged to 8x12" - twice its original dimensions. If, however, you would like your 4x6" image enlarged to 8.5x11" with no white space around the edge when finished, then some of the original image will be cropped out. It is a simple concept, but one which is easily overlooked.



PDFs

Short for Portable Document Format, a PDF captures formatting information from your original layout file while preserving their appearance as intended, regardless of what platform (Mac or PC) or software they were created with. Providing your files in PDF format means that you do not need to include linked images and fonts with your file as they are embedded in the PDF itself. This also means that the file is not easily editable. Therefore, if you require alterations to your layout or typesetting, those will need to be made by you, or the original file will be needed for us to alter.

More often than not, providing a PDF for print will simplify the production process, provided that care is taken when making the file. One important thing to remember when saving a PDF for print is to make sure it is saved at press quality (no compression), ensuring that the quality of your images and text is preserved.

The method for generating a PDF varies depending on the software you're using but is often done via the drop down menu: File>Export, or File>Print. Alternatively, you can download free software to assist you with this process and find out more about how it works at: www.primopdf.com.

