

General Guidelines

Digital File Preparation Information:

The following information will help you prepare your electronic art files for effective and efficient processing by The John Henry Company. One of the greatest obstacles to successful printing from electronic art is improper file preparation. If we discover a problem with your files, you have the option of repairing them, or you may authorize JH to perform the work. Please contact your JH representative to obtain the rate for this service. Changes, repairs, or delays may affect the project schedule. Your complete satisfaction is our goal!

General Rules & Guidelines

- Supply John Henry[®] with all **artwork and images** used for your project.
- Supply John Henry[®] with all **fonts** used for your project. Adobe Type 1 fonts are preferable. (see Fonts heading below for more information).
- Supply all color images in **CMYK format** (Cyan, Magenta, Yellow & Black), not RGB (Red, Green, Blue). RGB files must be converted to CMYK for printing. If RGB color files are submitted, additional costs may be incurred and your schedule may be disrupted. Due to color shifts that occur when converting to CMYK, please **check color proofs carefully** to ensure the color meets your expectation. Be aware that computer monitors do not accurately represent color. JH uses color proofing devices that are color-calibrated to our various printing presses. Customer or artist supplied color lasers represent color differently and should be used as a guide only and not be considered color accurate.
- Your document (page) **size** should be the same as the finished trim size of your page. Pages that are not sized the same as the finished trim size must be modified. As a result, additional costs may be incurred and the schedule may be disrupted. Save **PDF** files 1" larger than finished trim size to accommodate crop marks and bleeds.
- When submitting **PDF** files, use Acrobat version 5.0 or higher and the Acrobat Distiller job options file that is posted on our website, <http://www.jhc.com/prepressservices>. If you would like this file emailed to you or supplied on CD, please contact your JH representative.
- **Margins:** Please keep a 3/16" margin from page edge for all **non-bleed elements** such as type, photos, and graphics. On saddle-stitch products, keep elements such as type and photos 1/4" from the gutter (except for elements that cross-over to adjacent page). On perfect-bound products, keep elements such as type and photos 1/2" from the gutter (except for elements that cross-over to adjacent page).
- **Bleeds** must be a minimum of 1/8" beyond final trim.
- Do not apply **trap** or overprint settings to your artwork unless you are familiar with how the settings will affect your final printed piece. JH uses specialized trapping software that is applied during raster image processing. Please include specific instructions to JH if you have applied any special overprint effects so we can be sure our trapping process does not override those settings.
- When using **spreads**, always use reader spreads instead of printer spreads.
- Be sure to include **crop marks**.
- Do not specify **rules** as "hairline," as this option is resolution dependent (i.e., the higher the resolution the thinner the line) and the appearance of the finished product may not be as desired. Suggested minimum line weight is 0.25 pt.



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Submitting Your Job

To ensure we meet your deadlines, a little advance file organization and preparation goes a long way. Properly prepared files also help minimize additional charges. Following are simple step-by-step recommendations for organization and preparation of your electronic art:

- We recommend using "Collect for Output," "Save for Service Provider," or a preflight software to collect your images and artwork.
- Supply a disk directory for every disk with all folders open to identify what is on each disk.
- Always use consistent, logical **naming conventions**, and do not use special characters (i.e., #;!&*%) when naming your files. For catalogs, please include the page range in the document name (example: SpringCatalog_pgs.1-16) for your files.
- In addition to your electronic files, you **MUST** submit **complete and current hard copy** of all pages of your project. These proofs should be submitted at 100% size. If this is not possible, specify the exact size of the proof.

Fonts

- Supply JH with all fonts used in your project. Embed fonts used in EPS graphics or convert to outlines. If this is not possible, check to make sure that any fonts used in EPS graphics are supplied to us. Supplied fonts are used only for your work and are removed from our system after completion of your project.
- JH supports Adobe Type 1 fonts. Avoid TrueType, other third-party fonts, or altered Type 1 fonts.
- Do not use stylized fonts (i.e., styles such as bold-italic applied to a plain font), because the style will drop out in the process. Instead, select the appropriate font from the font menu.
- When using Macintosh fonts be sure to include screen and printer versions of Postscript fonts. TrueType fonts consist of only one item.
- Windows fonts are typically found in the "/windows/system" directory. Supply only the fonts you have used on your project. For Postscript fonts select the font with both ".pfm" and ".pfm" extensions. TrueType fonts have a ".ttf" extension.

Preparing Cover and Text Files

- Covers: Our preferred cover file format is the native application, because we sometimes need to adjust spines and bleeds (see list of supported native applications below).
- Text: The preferred text file format is PDF. We do accept native applications, but using PDF limits text reflow and other problems that may change the appearance of the original document. To create PDF files that are suitable for submission, please contact your JH representative for specific instructions.



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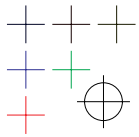
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Proofing Tips

You have invested a substantial amount of time and money into your project, so there is one very important pre-production step that calls for at least as much attention as any preceding activity. That activity is, of course, checking your proofs and making corrections before the project moves too far through the production pipeline to make changes economically. The proof is the last look prior to commencement of presswork. Therefore, a correction that is made on a page proof may cost a nominal amount, but the same correction may cost ten times as much if made on the digital proof and one hundred times as much if the job was on press. The best course of action is to begin by submitting complete, correct press-ready digital files as well as a current laser print of your project, then refrain from making changes thereafter. In addition to adding cost to the project, changes may also affect your production schedule. John Henry® Prepress Services utilizes a professional proofreading staff and CFR 21 part 11 compliant comparator technology to ensure accuracy of our product.

What should you look for when reviewing proofs? Here are the primary items:

- Are pages in sequential order?
- Is all copy correct?



- Are halftones cropped as specified?
- Does all art appear as designed and specified?
- Are all elements positioned on each page as specified?
- On bound products, is the inside margin adequate? (This is particularly important on wire-o or loose-leaf books, since drilling or punching may interfere with page elements if inadequate space is allowed.)
- If two or more colors are specified, are the color breaks correct?

When looking at your proofs, if you determine corrections must be made, following are a few recommendations on how to mark up the proof:

- Use a permanent red marker to indicate pages that require corrections. Avoid using Post-it® notes, as they are more likely to fall off during handling.
- Write legibly and be very specific and descriptive on your corrections.
- If you make changes to a digital file, make certain you submit a new laser page showing the change.
- If your "proof" is a PDF file, use annotations in Acrobat to note corrections requested.

If your corrections are extensive or complicated, your JH representative will be glad to review them with you in person or over the telephone. After your review is complete, please remember to sign the proof. Your signature confirms you have reviewed the proof and is an acknowledgment that you have found the proof to be error-free, or that it requires the noted corrections prior to printing. Once again, take your time, review your proofs carefully, and a successful outcome will be yours!



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