

GENERAL GUIDELINES

Digital File Preparation Information

The following information will help you prepare your electronic art files for effective and efficient processing by Multi Packaging Solutions (MPS). 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 MPS to perform the work. Please contact your MPS 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 MPS with all **artwork and images** used for your project.
- Supply MPS with all **fonts** used for your project. Open Type and 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. MPS uses color proofing devices that are color-calibrated to our various printing presses. Customer or artist supplied color lasers represent color differently; these should be used as a guide only and should not be considered color accurate.
- Your document **size** should be the same as the finished trim size of your page. Documents 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.
- **Margins:** Please keep a 3/32" 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. MPS uses trapping software that is applied during processing.

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 preflight and/or packaging software to collect your images and artwork.

Fonts

- Supply MPS with all fonts used in your project. Embed fonts used in graphics or convert to outlines. If this is not possible, check to make sure that any fonts used in graphics are supplied to us.

Questions? Contact us at 866-448-8300.



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. MPS 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?
- Does all art appear as designed and specified?
- Are all elements positioned on each page as specified?

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 MPS 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!

Questions? Contact us at 866-448-8300.