

# HEDERMAN BROTHERS

*Over A Century in Print*



## ELECTRONIC PREPRESS SUBMISSION SPECIFICATIONS

It is critical to the success of your job that we work together very closely before you submit your files for print. With the countless prepress production systems that are on the market today and with as many different workflows that are employed by printers, it is almost impossible to develop universal submission standards.

At Hederman Brothers, we have developed our Electronic Prepress Submission Specifications in accordance with our unique production and manufacturing systems' requirements. Before you begin designing your publication it is important that you understand such things as the live copy area dimensions, minimum bleed area, needed resolution of scans, and acceptable file formats, just to name a few. We encourage you to review our specifications or call your Sales Representative if you have any questions.

## PAGES

- All pages are to be built to the actual final trim size of your project. For instance: if your final publication size is 8 3/8" x 10 7/8" your document size should be set accordingly.
- All bleeds should exceed the final trim size by a minimum of 1/8".
- All copy should be kept a minimum 1/4" from final trim.

## TYPE

- All type should be easily read and of a dark density.
- To maintain quality, black line copy should be a minimum 6-pt sans serif medium font.
- Fine lines and rules should be restricted to one color.
- Specify rule width to maintain consistency. The use of "hairline" rules should be avoided.
- Reverse lettering should be used within a minimum number of screens.
- Type may be reversed out of screens, PMS areas, or separations.
- To maintain quality, reverse type should be a minimum 8-pt sans serif bold face font.
- Please set black objects and type over 18 pt to be 60C, 40M, 40Y, 100K.
- Type should extend no closer than 1/8" of trim.
- Fonts should be Type 1 PostScript fonts. Type 1 fonts require screen and printer fonts to be supplied with submission.
- Please avoid the use of TrueType fonts if possible. Truetype fonts do not yield consistent results.

## SCANS

- TIFF files should be saved with no LZW compression.
- EPS files should be saved with Mac preview and Binary encoding and no compression.
- Copy Dot scans must have a resolution of 2400 dpi.
- 8-bit (grayscale) and 24-bit (color) scans should have an effective resolution between 225-350 dpi.
- Linework scans should have a minimum effective resolution of 600 dpi.
- Total ink coverage of a scan should not exceed 320%
- Images should be scanned as close to 100% of final size as possible.





## FILES, APPLICATIONS, & FOLDERS

- TIFF files should be saved with no LZW compression.
- EPS files should be saved Mac preview with Binary encoding and no compression.
- For page layout on the Macintosh, use QuarkXPress, Pagemaker, and In Design. For page layouts on PC, use QuarkXPress and Pagemaker. All In Design jobs on PC will be converted to Mac.
- Accepted support programs include: On Macintosh, Photoshop, Illustrator, and Freehand. On PC, Photoshop and Illustrator.
- Please avoid the use of special characters in file and folder names such as: < > / \ : \* ? " |
- PostScript files are to be written according to specifications outlined in PostScript Submission for Computer to Plate (PDF) customer guide.

## FILE FORMATS (Standard)

Hederman Brothers accepts the following page layout applications in order of preference:

- |               |   |
|---------------|---|
| Macintosh     | PC  |
| • QuarkXPress | • QuarkXPress                                   |
| • PageMaker   | • Pagemaker                                     |
| • In Design   | * In Design jobs on PC will be converted to Mac |

Hederman Brothers will also accept support files created in the following applications:

- |               |               |
|---------------|---------------|
| Macintosh     | PC            |
| • PhotoShop   | • Photoshop   |
| • Illustrator | • Illustrator |
| • FreeHand    |               |

Hederman Brothers accepts the following image file formats in order of preference:

- **EPS** or **EPSF** — Encapsulated PostScript
- **TIFF** — Tagged Image File Format
- **DCS** — Desktop Color Separations

## FILE FORMATS (Non-Standard)

Hederman Brothers has the ability to process files generated from many different types of programs such as Microsoft Word or Publisher. These files may take extra steps during production which would incur additional charges. Please contact your Sales Representative or Job Manager if you wish to supply any type of file other than those listed above under File Formats (Standard), accepted page layout and support files.

## SOURCE FILE SUBMISSION

If you are submitting source files, (i.e. Quark, PageMaker, fonts, graphics, etc.) the elements you need to include on or with your transportable media are:

- Page layout files
- All printer and screen fonts
- EPS and/or TIFF files used in your documents
- Hard copy proofs





## **POSTSCRIPT AND PDF FILE SUBMISSION**

Hederman Brothers prefers that PDF files, which have been saved with the "Press" job options, be supplied for all ads. These PDF files should have a resolution of at least 1200 (2400 is preferred) and must have all fonts and images imbedded. The PDF must either include bleed or be created 1/4" larger in both height and width to compensate for bleed.

## **ACCEPTED MEDIA**

Hederman Brothers can currently accept the following types of Macintosh formatted transportable media:

- 1 GB and 2 GB JAZ Cartridges
- Zip Disks (100, 250, and 750 MB)
- CD-ROM's
- LaCie 5.2 GB DVD-RAM
- 200 and 88 MB SyQuests Disks
- Floppy Disks
- Firewire Drives

As technology changes we will update the list of removable media that we will accept. If you would like to submit files using other types of removable media, please contact your Job Manager to make sure we have a compatible drive.

## **ELECTRONIC FILE TRANSFER (FTP, E-MAIL, ETC.)**

Hederman Brothers has the ability to receive files via email or FTP transmittal. Files attached to e-mail must be less than 5MB. Any file over 5MB can be uploaded to our FTP site. Please contact your Sales Representative to have an FTP account set up or to receive the address for our general account.

- \* All files sent via email or FTP must be compressed with a program such as Ziplt or Stuffit to insure that their file structure stays intact and to aid transfer speeds. Jobs submitted via electronic file transmission must have a soft Proof of the job (PDF, tiff, etc.) or a faxed copy of the job must be sent.

## **HARD COPY PROOFS**

Accurate hard copy proofs are vital to ensure the integrity of the final product. We cannot process your electronic files without furnished hard copy proofs. Thank you for respecting our legitimate desire to provide you with the smoothest production process available by providing the following proof items with every project:

1. Hard copy laser proofs. We cannot be held responsible for the integrity of the final product without a hard copy proof since this is used as a quality control device.
2. Print your proofs with file name, crop marks, and date and time. Click the registration marks option in the print dialog box when printing from PageMaker or Quark Xpress.
3. Hard copy proofs that match the supplied electronic files. This is critical to our internal quality control process.

