



## Digital Artwork Specification Requirements

**Media:** DVD-ROM, CD-ROM, USB or Firewire Flash Drives, Photograph Prints (if scanning). Please contact us ahead of time if sending files by FTP or eMail.

**Applications:** QuarkXPress; Adobe Creative Suite Applications: InDesign, Illustrator, Freehand, Photoshop; Microsoft Office Applications: Word, PowerPoint, Excel, Publisher

**Adobe Acrobat Files (PDF):** Adobe PDF files are acceptable, but the end print quality is highly dependent on the type of PDF submitted. We recommend using Adobe's Distiller and 'printing' the PDF through the application being used to create the layout. Generate the highest quality CMYK file that your version of Distiller allows. Please account for .125" bleed if needed. If in doubt, please send the native files, including fonts and placed images.

**Support Files:** All font files & placed images must be included along with the composite layout file. All photo/paint files must have an effective resolution (after scaling) of 300ppi or more for color and grayscale images; or 600ppi or more for lineart (bitmap) images. Color images should be set to CMYK. Illustrator or Freehand eps files which are placed into Quark or InDesign must also include the fonts used to create them.

**Send a Proof:** To avoid improper font substitution, text re-flow or any other potential Raster Image Processor (RIP) mis-interpretation, It is extremely important to provide a finished reference point of some kind for comparison with the submitted print files. The simplest, most effective way to ensure accurate output is to supply a hard copy of your work to be printed, especially if providing PDF files as actual mechanicals. If you are providing native files of some kind (ie - InDesign, Quark, Illustrator, Etc.), then a PDF created with Distiller is adequate (see above section on PDF file creation), but a hard copy is still preferable.

**Label Your Materials:** Be sure to include the layout artist's name, address, phone number(s) and e-mail address(es). This is to ensure that any pre-press issues which may arise can be addressed and solved in a timely manner.

*Failure to follow the above instructions may result in additional time-based fees for preflight services. You may also be charged for any changes and/or revisions made to originally submitted files. If you have any questions, please contact Buchanan Printing & Graphics at 336-299-6868*

**BUCHANAN PRINTING & GRAPHICS, INC.**

1088 Boulder Road • Greensboro, NC 27410

(336) 299-6868 • Fax: (336) 299-8989 • [info@buchananprinting.com](mailto:info@buchananprinting.com)