



File Submission Form



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Date _____ Due Date _____ P.O. _____

Company Name _____ Ordered By _____

Address _____

City _____ State _____ Zip _____

Phone _____ Job Title _____

NOTE: We accept 3.5" floppy disks and CDs. If you do not have this type of media you may upload your files to us via our website. Files under 10MB may be sent via e-mail.

Type of Computer:

- MAC IBM or PC Compatible

Application and Version Number

- QuarkXpress _____
- Adobe Pagemaker _____
- Adobe InDesign _____
- Adobe Photoshop _____
- Adobe Illustrator _____
- Adobe Freehand _____
- Corel Draw _____
- Adobe Acrobat _____
- Microsoft Word _____
- Microsoft Excel _____
- Microsoft Publisher _____
- Microsoft Powerpoint _____

File Name _____

Fonts Used _____

Number of Colors _____

- Black
- PMS _____
- PMS _____
- PMS _____
- 4 Color Process

Bleeds

Number of Pages _____ Page Size _____

Helpful Tips

Please DO The Following:

- Colors that touch the edge of the page require a 1/8" bleed.
- Files that don't bleed should have a 5/16" margin.
- 4/C Printing: Convert Pantone or RGB colors to CMYK.
- Delete any unused spot colors from page layout color palette.
- Convert RGB scans to CMYK or grayscale.
- Include all associated graphic files.
- Include all screen and printer fonts.
- Convert fonts in EPS files to outline/paths or include both screen and printer fonts.
- Provide laser proofs at 100% - tiled if necessary.
- Provide laser separations to proof color breaks.
- Include on laser proofs any FPO artwork, diecuts, or other special information.

Please DO NOT Do The Following:

- DON'T** use menu styling on Type 1 fonts - use the appropriate typeface.
- DON'T** rotate or scale images excessively in page layout programs.
- DON'T** include unnecessary files on your final out-put disk.

Printing File Submission Guidelines

The Basics

Preparing digital material for offset printing is a complex and exacting science. It is very different from making and printing a file from your personal computer. If it is not done properly, the results can be unpredictable. If you choose to produce and submit files yourself, we will do our best to accommodate, but we can not guarantee that the results will be satisfactory.

Hard Copy

We must have a hard-copy printed proof of your file before we can proceed. A quality laser print should be provided at 100% size, showing any special information, such as diecuts and perfs. If we don't receive a printed proof with your materials, we will have no way of knowing whether our output matches yours.

Images

Placed photographic images (raster images) must be CMYK for full color printing or Grayscale for black-and-white printing. The resolution should be 300 DPI at 100% placed size, cropped to size, and saved as TIFF, EPS, or the least-preferred JPEG. (This type of file uses a compression which deletes data from the file, degrading the image quality). Placed illustrations (vector images) must be CMYK for full color printing or Grayscale for black-and-white printing. PMS colors must be indicated correctly for spot color printing. It is essential that you include all of your placed images as SEPARATE files, along with your original document file. Photos that are placed or pasted into a page-layout program cannot be output properly without the original files saved separately as TIFF, EPS, or JPEG. We will have to use the low-resolution preview image, and we can not guarantee that the results will be satisfactory.

Fonts

It is essential that you provide all of the fonts you use to construct your file – screen fonts and printer fonts – as SEPARATE files. If you do not send us fonts, we will have to substitute something similar and we can not guarantee that the results will be satisfactory.

Colors

Any full color files you use must be defined as CMYK. If you use RGB-defined colors (the kind that come as defaults with most programs) they will be converted by us to CMYK. Since CMYK builds do not exactly match RGB formulas we can not guarantee that the results will be satisfactory. When providing spot color files, the spot colors must be defined correctly in each program used to build your page layout. They should be named the same from program to program and any unused colors should be deleted from the color palette.

Graphics Programs

InDesign

This is the preferred application for creating your digital file. PageMaker and QuarkXPress are also acceptable page layout programs. Be sure to include placed images and fonts.

Adobe Illustrator

When submitting files from Illustrator, you should "Convert to Paths" all of the type. When choosing this option you will not need to include your fonts, but we will be unable to make any type changes. If type changes occur, you will need to resubmit the file after making the corrections yourself. Be sure to include any placed images.

Microsoft Products

These programs are acceptable, but not recommended because of their limitations. They are word processing, not graphic layout programs.

PDF

It is preferred that the native page layout file and all supporting fonts, images, and illustrations are included, but if PDF is your only option, be sure to set your Acrobat Distiller for "Press Optimized" settings. All fonts MUST be embedded into the file.

Proofing Policy

Although we proof all customer files internally, The Idea Works still requires all customers to approve a final email or hard copy proof before we can proceed with any print job. Without such a proof, progress of the job will not continue through the production process.