

PREPRESS CHECKLIST

What is Prepress? Prepress refers to everything that happens to make sure your print job is correctly prepared for printing. This is when you catch the errors that could hold up a job on a digital printing press. For trouble-free printing down the line, it is important to get your design in the best shape possible before it's uploaded. Please follow the prepress guidelines below before uploading your project for BMS Direct, Inc. to print.

How to Prepare Your File...

LAYOUT

- Make sure layout has a 1/4" (.25") printer safety zone margin inside the trim-edge of the document—free of over-lapping text, graphics, page numbers, etc.
- Extend ink bleeds to a bleed line/margin 1/8" (.125") past each trim-edge of the page layout
- Check bifold or trifold brochure layouts for properly aligned text and image content within each folded panel, making sure to avoid crossing the fold-lines, unless intentionally done
- Tidy-up the active page layout area and surrounding exterior pasteboard, by deleting all hidden, unused, extraneous elements
- Make sure the template layer only contains template elements and is turned-off or set to non-printing
- Delete unused and hidden layers, and flatten all transparency layers, including any remaining live layers before saving or exporting document as a PDF

FONTS

- Fonts should to be embedded or converted to outline fonts when the document is saved or exported as a PDF
- Check that fonts are styled or formatted in their "true" form (i.e., unaltered by artificial "bold" or "italics" options in the application) and typed no smaller than 4-6 points
- Make sure there are no missing or inactive fonts associated with your document
- Avoid using Type 3, Outline or Bitmap fonts and no more than two to three different Font Families

COLORS

- Convert and edit colors from RGB to CMYK process colors, including all placed images
- Convert Pantone spot colors to CMYK process-build colors, using a *Pantone Color Bridge Guide*
- Delete all unused color swatches
- 100% Black ONLY for text: C=0%, M=0%, Y=0%, B=100%
- Large areas of black should be "Rich Black"
C=60%, M=40%, Y=40%, B=100%

- Convert all transparent color values to be opaque percentage (%) screens or tint values of the color

IMAGES

- Pre-rasterize complex vector graphics, logos, objects (e.g., AI, EPS, EMF, WMF, etc.) to be JPG, PNG, TIF files
- Do not use JPEG 2000 or JBIG2
- Avoid using poor, low-quality, photo images and/or low-resolution (72 ppi–150 ppi) online web images
- Only use images you have permission to use that are no higher than 300–600 dpi resolution, sized at 100%–125% of its actual size within the layout
- Confirm images are embedded when using *Illustrator* to create a PDF and/or are linked properly when using *InDesign* for collecting as a package project file
- Use LZW or ZIP Compression for images and/or files

How to Submit Your File...

PACKAGE-UP

- Collecting your job for final printing can be an automated process for gathering all the active components of your job into one new, job folder.
- The way you collect your job depends on the program your layout file was created in.
- We can receive *InDesign* and *Illustrator* packaged zipped files. Both programs allow you to "Package" all the components into one folder, which includes the native file, PDF proof, mark-up language file and sub-folders for the fonts and asset links.

PRINT-READY PDF

- Alternatively, you may supply us with a print-ready PDF with embedded fonts for your job. Be sure to carefully create your PDF with all the attributes listed under the instructions for "How to Prepare Your File."
- Use the appropriate preset definition to export to PDF:
 - **High Quality** for printing transactional invoices, EOBs, statements, buckslip inserts, etc. jobs
 - **Print PDF/X3-2002** for printing high-quality buckslip inserts, brochures, newsletters, postcards, etc. jobs