

Revision: 08
Issue Date: 06.27.2012
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Getting Started:

How you setup your files and prepare the elements to be included is as important as the foundation of a building. If your foundation is not built correctly, subsequent elements will need adjustment in order to keep the building standing. If your PDF file is not built using the right tools and elements, it will have to be modified to fit the Sheridan's Front End Process and workflow.

File Naming and Organization:

Sheridan prefers that a text job be submitted for production as a single PDF file. Quark XPress and Adobe InDesign allow you to create multiple files for a single project or document and, when you are ready to create a PDF, all files can be combined and generated as a single PDF. See the following points regarding file naming guidelines:

- Name files using 10 characters or less. When a file is placed on Sheridan server, the resulting path name becomes part of the file name. If a file name is too long, it will not copy to our server.
- Name your files so they fall in the correct order in a file directory. Start each file name with a number: 01-file name, 02-file name, and so on. This will save time and ensure the correct page order.
- Do not use special characters in file names, ie: @, %, \$, &. Even if the file names are recognizable on your computer, they will not be recognizable on Sheridan system. PDFs are platform independent and are often moved between Macintosh and PC workstations as part of the workflow.

Images and Graphics:

See [Halftone Guidelines for Offset Printing](#) (located on the Sheridan website) for specific information about image types and scanning.

Sheridan recommends a minimum effective resolution (the final image resolution in a PDF) of 200 dpi for halftones (8 bit) and 600 dpi for line art (1 bit images). When images are resized in a layout program, the resulting resolution is the effective resolution. It will not be the same as the scanned resolution. Our preflight process will flag any images at effective resolutions lower than 200 dpi and 600 dpi. If you are aware that your images are low resolution and would like us to print them as is, let your CSR know. Note: screen capture images will always be low resolution.

Whenever possible transform graphics (resize, rotate, skew, crop and scale) in an image editing program such as Photoshop before placing them in your layout. Transforming graphics in your layout program can increase final file size.

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Fonts:

The type of font you use does not matter as long as it is embedded in your PDF file. Sheridan recommends that fonts be fully embedded in your PDF rather than subset. Font types include PostScript Type 1, OpenType, and TrueType.

Verify that you are using licensed versions of your fonts. Even if you can load a font on your machine and it views correctly, it may not embed in your PDF. All fonts must be embedded in the PDF you submit for production. If your fonts will not embed because of licensing restrictions in your PDF files, Sheridan will not be able to embed them either.

Document Setup:

Processing your PDF files automatically requires that specific information such as trim size, margins and bleed be available in your PDF file. Entering the information in your document setup is the first step. See the [Page Boxes in PDF Files](#) document (located on the Sheridan website) for details regarding setup of bleeds in InDesign and QuarkX-Press.

Note: For text and elements that print but do not bleed, leave at least 1/4" space between the printing elements and the trim.

Using Color:

If you are printing in color, the graphic files in your file must be in the correct color space for your project. Color graphics and images should be in CMYK (Cyan, Magenta, Yellow and Black) or PMS (Pantone Matching System). If color graphics will print as gray scale, convert from color to gray scale before placing them in your document layout. If your graphics are in RGB and will print in CMYK, convert before placing the images in your document layout. If you are printing black only and your images are in color, convert to grayscale before placing them in your document.

Microsoft Word is not suitable for the color work flow. MS Word only works in an RGB color space. When CMYK images are placed in a MS Word document, they are converted to RGB. Sheridan can convert to CMYK but there may be a significant color shift. Color in MS Word cannot be setup as or converted to PMS.

When using PMS colors, do not rely on your layout program's on screen color palette for accurate color representation. All Pantone inks are matched to a current Pantone book when printed. Do not change the name of PMS colors or create your own spot colors unless the spot colors will be converted to CMYK for printing. All the PMS colors in a document must use the same letter following the number, a C or a U (example: PMS 186 C).

SMI's suggested guidelines for TAC are: 320% for coated stock and 270% for uncoated stock. When setting up CMYK elements to print Rich Black use 30% Cyan, 20% Magenta, 20% Yellow and 100% Black.

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Components:

You can generate a layout template for components using the Template Creator tool on the Sheridan website. Components of all types should be setup as one document including Back Cover at the left, the Spine in the middle and Front Cover on the right and if a Dustjacket the flaps as well. Add a .125" bleed to each trim edge. Create tick marks in your component file to identify trim, spine, bleeds and dustjacket flaps. Place (offset) the marks .125" from the document edge.

Creating PDF and Sending Files:

Sheridan has instructions specifically for exporting PDF files from Adobe InDesign, QuarkXPress and Microsoft Word. Following Sheridan furnished instructions, found on our website, will ensure that your fonts are fully embedded, image resolution is not compromised, page boxes are defined.

There are a number of third-party tools on the market for creating PDF files. Sheridan does not endorse or recommend any of them. We can, however test your resulting PDF to see if it is compatible with our workflow. Look for programs that will embed all your fonts and maintain the quality of your images.

Sheridan prefers a single PDF file for text. If this is not possible, see the section on [File Naming and Organization](#) in this document. Submitting the PDFs in the file order not only allows us to automate the file combination, it ensures that pages are in the correct order.

Submitting Files:

Files may be uploaded to Sheridan WSFTP account. Consult your Customer Service Representative about having an account created with your own unique username and password. We can also retrieve files from your FTP site or a third party FTP site as well. Files can also be submitted on CD, DVD, or a flash drive.

Send only the PDF files necessary to produce your job. If submitting application files, make sure to send all related files (images, links, fonts) with including the application file itself. Stuff and bin hex fonts. Consult your CSR about what other information is required to complete your job.

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Proofs:

Your Sales Representative or your Customer Service Representative can help you determine if you should see proofs for your job and what kind would best suit your needs.

Sheridan offers PDF soft proofs for download to your computer. If hard copy proofs are necessary, we have Digital Text Proofs (DTPs), Digital Halftone Proofs (DHPs), and Digital Color Proofs (DCPs).

DTPs are 600 dpi lasers that are good for verifying page order, page breaks, and image placement. DTPs are not a good representation of image quality.

DHPs have a simulated offset halftone dot pattern. These proofs are produced on wide format Epson printers. DHPs are helpful for viewing tonal qualities of gray scale halftones.

DCPs are continuous tone proofs. This means they have no dots. They are produced on wide format Epson printers. DCPs are helpful for viewing color breaks and tonal qualities of CMYK color; PMS colors will not be accurate on DCPs.