

# General Guidelines - Sheridan Random Lake

When supplying digital files:

Following our guidelines and file set-up procedures will limit the likelihood of problems, resulting in fewer delays and/or additional charges.

## File Prep

- When supplying PDF files (Level 0 or Level 1) please see the PDF Creation pages for proper setup.
- When supplying document (Level 2) files, use one document file whenever possible.
- Name all document files with the pages they contain. If the document contains pages 8 through 24, then label the document "08-24". You may add custom naming after the page numbers for your own use.
- Graphics and illustrations may be named as you like with 2 exceptions. Do not use the following illegal characters, listed in parentheses ([ ] / \ = + < > ; " ,) or spaces or periods at the beginning or at the end of a file name. Also, be sure no 2 files have the same name. Duplicate file names will cause conflict errors.
- Send only the files needed for output. DO NOT send FPO or lo-res placement files.

## Document Page Size and Margins

- The document size must match the final trim size of the job. Sheridan Random Lake requests that you use a standard publication size or smaller. Digest size 5 3/8" (5 1/4 for perfect bound) x 8 3/8". Magazine size 8 3/8" x 10 7/8". Tabloid size 10 7/8" x 17". Pages larger than these may not efficiently fit on our equipment and may cause additional charges. Contact your Salesperson or Customer Service Rep. for details.
- Allow at least 1/8" of bleed beyond the trim size on all 4 sides of your page. Failure to allow at least 1/8" of bleed may result in white show-through on trimmed edges or in the gutter of perfect bound jobs.
- All critical copy must be at least 3/16" from the final trim to avoid the possibility of being trimmed off.
- Perfect bound covers will have a hinge of 1/4" from the spine which will decrease the print area of the IFC, the first page, the last page, and the IBC. Pages must be adjusted accordingly. Setup the Inside and Outside Covers as spreads. See the Perfect Bound Covers page for proper setup.

## Software

- Sheridan Random Lake supports the latest versions of most popular desktop publishing software titles, QuarkXPress and InDesign, on both Macintosh and Windows compatible platforms.
- We strongly encourage the use of desktop publishing software and have limited support for programs such as MS Publisher, MS Word and MS Excel. These and other non-desktop publishing file types will incur additional charges to process.

### Fonts

- To make reverse type readable, avoid using type that is too small or delicate. Limit the use of reverse type to block (bold), gothic and sans serif type styles. Use a font size of 8 points or larger to guarantee readability.
- When coloring text between 6pt and 18pt size with screen tints, be sure at least one of the colors used has a minimum of 70% value to avoid un-readability due to any slight press variation. Try to choose a sans serif or bold font at least 6 points in size if using screened text.

### Frames, Rules and Borders

- Do not create rules using "hairline" thickness. On a high-resolution output device, they will literally disappear. Use .25pt as a thickness for a fine rule.
- Do not create color rules or frames that are less than 1 point thick, as they are too thin to hold register on press. When coloring rules with screen tints, be sure at least one of the colors used has a minimum of 70% value to avoid un-readability due to any slight press variation.
- Be sure that images "trap" or are slightly larger than the frame to avoid any white hairlines between the photo and the frame.

### Colors

- In your digital files, colors must be created and assigned in the manner in which they will print. Four-color process items should be set to use CMYK colors. If your project is using a "spot" color, be sure to designate it as such. If you are using a "spot" color in your layout program, be sure that any usage of that color in an illustration program references the color with the exact same name. Example: Pantone 186 CV is not the same color as Pantone 186 CVU.
- A "rich black" color should be used to avoid a "washed out" appearance whenever large fonts, graphics, boxes or backgrounds are to print as black. Use the values of 100% black, 40% cyan, 30% magenta and 30% yellow to create a "rich black".
- Any specified color must not exceed a Total Tonal Value of 310. That is, the percentage of tint of each color (K+C+M+Y) when added, must not exceed 310%.

### Images

- Hi-resolution images are required. Use the rule of thumb for 4/c and grayscale images that 2 x the line screen (175lpi) = the final resolution. For line art the rule of thumb is 8 x the line screen = the final resolution. Example; if using 175lpi, the image should have a "final" resolution of 350dpi (175 x 2). "Final" or "effective" resolution means the resolution after any scaling is done in the page layout program. Never scale an image more than 120% in your page layout program. The image quality will noticeably deteriorate. Reducing an image will not affect its quality.
- All 4-color images must be in CMYK mode – NO RGB or INDEX color.
- Black and white images must be saved in GRAYSCALE mode. Line art images must be in BITMAP mode.
- Remove all extra channels before saving.

- For best results save images in TIFF or EPS formats. Do not apply halftone screen or transfer function for EPS files.

### **Archiving**

Sheridan Random Lake will keep all job files for 1 year from the date of the last printing. The files will then be deleted without notice. If you would like a copy of the files used for the print job contact your Customer Service Representative.

**The requirements noted here are general guidelines. There may be special circumstances or requirements for each particular job. Feel free to contact your Sales or Customer Service Representative with any questions. We will be happy to accommodate your special needs in any way necessary; however it is required that a price estimate be requested before proceeding with any additional work or file manipulation.**

**It is highly suggested that a test file be submitted before embarking on a project. We will analyze the files and submit a report with our findings.**

We look forward to working with you!