



GENERAL ARTWORK SUBMISSION GUIDELINES FOR VALLEY PRINTING

In order to ensure that your printed job is all that it should be, and that you the customer do not incur needless additional charges for artwork, please read and follow as best you can the following artwork guidelines. If you have ANY questions, please feel free to call our prepress department at (209) 537-4561 before submitting your files. Digital files that arrive needing correction or translation from an unsupported format will be charged accordingly.

If you submit your files for printing on a computer disk, we can read the following types of media:

- IBM PC or Macintosh formatted CDs.
- IBM PC or Macintosh formatted Data DVDs.
- IBM PC or Macintosh formatted Thumb Drives

We have our own FTP server. Please call (209) 537-4561 or E-mail mac@valleyptg.com for instructions and login information. This is especially useful for the rapid transfer of larger files.

We cannot retrieve data from any format of the following types of media.

- Syquest 88 MB Removable drives.
- 5 1/4" floppies.
- 3 1/2" Floppy Disks
- 1 and 2 Gigabyte Iomega Jazz Drives
- APS portable drives
- Iomega Zip Drives

ALWAYS send 1 full color print from your bubble jet or laser printer of each file you send if at all possible.

If you are working on either a PC or a Mac, either outline (Convert to Curves) all fonts used in the documents or be sure to include them on the disk in a separate folder. If you can do both, even better. DOCUMENTS THAT COME IN WITH UNRESOLVED FONT ISSUES WILL BE SUBJECT TO ADDITIONAL ART CHARGES.

All placed, embedded or linked images in any document need to be in .EPS format OR be at least 300 DPI in resolution for satisfactory printing. If you send lower resolution files, we can some times use them, but you probably will not be pleased with the results. Pictures taken from a website or from the internet in general are almost always unusable.

If you wish to email your artwork, please use the email address: mac@valleyptg.com. Keep in mind that depending on the rules your Internet Service Provider uses for their mail server, your file size will be limited to 3,4, or perhaps 5 MB. We can open and use files that are compressed with .ZIP, .SEA, and .SIT. extensions (Winzip for PCs and Stuffit for MACs).

Adobe Acrobat .PDF files are OK for proofs, but are sometimes a poor format choice for the printing industry. Please use one of the other programs or formats mentioned below.

Under no circumstances is it a good idea to link to or embed Microsoft Word or Excel documents into ANY of these programs, especially Adobe Pagemaker or Quark Express. We do NOT support MS Word, Microsoft Publisher, and any documents in these formats will be subject to additional art charges.

Submission Guidelines for Adobe Illustrator CS3 or lower

All Images (TIFF, EPS, PICT Files) placed within the document should be included in the final folder sent to us. You can view a list of the images you used in the document by going to the LINKS PALETTE *All placed Photos should be converted to CMYK mode (RGB mode is used for photos from the internet, and most scanners scan images in RGB by default)

If a photo has clipping path around it, the flatness device set to 4 pixels. If using versions 9 or higher, images with clipping paths should be embedded. Ideal resolution and size of the photos is 300 DPI at 100%.

All Fonts used within the document should be included in a folder labeled "Fonts" or converted to outlines. To convert fonts to outlines select all then go to TYPE>CREATE OUTLINES. If you are sending the font with the job from a Mac, postscript fonts need "Screen Fonts" and "Printer Fonts".

As a good rule of thumb you should always send a "Clean File" to clean up the file select all then go to OBJECT>PATH>CLEAN UP... This will get rid of any stray nodes, unused text boxes or unpainted objects. Remember, a clean file is a happy file.

If you are unsure about the process colors you have used in your files, select all then go to FILTER>COLORS>CONVERT TO CMYK. This will convert all colors CMYK, if you want specific spot colors (Pantone Colors, Saturn Red, Grass Green, etc ...) to print do not do this.

Submission Guidelines for Adobe Photoshop CS3 or lower

If using type in Photoshop 6 or above, all the fonts used should be included or rasterized (to do this select the type layer then go to LAYER>RASTERIZE>TYPE). Your document's color mode should be CMYK. If you are using a clipping path, the flatness device should be set to 4 pixels and you should save the file as a Photoshop EPS. Save other files as either EPS or TIFF formats.

If you want us to be able to edit or make any corrections on your photoshop file, you need to build it in multiple layers and save in the Photoshop .PSD format. Leave all type on a separate type layer and DO NOT rasterize the type layers.

Submission Guidelines for Quark Xpress 7 or lower

All Images (TIFF, EPS, PICT Files) placed within the document should be included in the final folder sent to us. You can view a list of the images you used in the document by going to UTILITIES>USAGE>PICTURES. All placed Photos should be converted to CMYK mode (RGB mode is used for photos on TV or the internet, most scanners scan images in RGB by default)

-If a photo has clipping path around it, the flatness device should be set to 4 pixels. See the guide for Adobe Photoshop for details.

-For an easy way to put all of your placed images into one place: go to FILE>COLLECT FOR OUTPUT and follow instructions.

-Ideal resolution and size of the photos is 300 DPI at 100%. All Fonts used within the document should be included in a folder labeled "Fonts".

- Older Postscript fonts need "Screen Fonts" and "Printer Fonts". Please send both.

Valley Printing also fully supports documents created by Adobe Indesign CS3 or earlier.

Please, if you have any questions or concerns, contact our Digital Prepress Department before you finalize all of your art files. It is far easier and less expensive to deal with most art related issues before the digital artwork is submitted.

Contact Scott Gibson - (209) 537-4561 - mac@valleyptg.com