

## **SPECIFICATIONS:**

for submitting film or electronic files to Jetson Press

If you have any questions about these specifications, please remember that Jetson Press provides FREE technical support for our customers.

This page also highlights the most common items which often require file manipulation by Jetson Press at additional charge.

### **Platforms Supported:**

- Macintosh (preferred)
- Windows

### **Layout Applications Supported:**

- QuarkXPress (preferred)
- PageMaker  
InDesign

### **Graphics Applications Supported:**

- Adobe Illustrator (preferred)
- Adobe PhotoShop (preferred)
- Macromedia FreeHand
- Corel Draw

### **Applications NOT Supported** (file conversion/recreation charges apply):

- Any application created by Microsoft, including Word, Publisher (some exceptions) & PowerPoint
- Multi Ad Creator
- PrintShop
- PrintMaster
- Web publishing applications

**Links to the four pillars of professional graphics are shown below. If you use any other application or platform, you can expect trouble and/or up charges with your electronic file. An overwhelming majority of the professional graphics industry is based on these:**



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### **LINE SCREEN**

We print at 150 line screen for most jobs, with the following exceptions: Jobs to be run on offset paper print best at 133 line screen. Jobs to be run on higher quality glossy paper on our sheetfed presses may be screened at up to 200 lines per inch.

### **TRAPPING**

Multi-color jobs require a .2 pt (.004 inch) trap. Placed graphics must be trapped in the program that created them.

### **INK DENSITY**

The total combined ink density for our web presses is 280 (70% maximum black, Light black generation). For our sheetfed presses, the total combined ink density can go as high as 320 (80% maximum black, Light black generation).

### **PRINTER MARKS & MOCK-UPS**

Please include fold, perf and trim marks on supplied film, along with a folded mock-up of your job.

### **BLEEDS**

If ink touches the trimmed edge of your printed piece, please provide for 1/8" bleed.

### **INCLUDE BUT DON'T EMBED GRAPHICS**

Include all graphics with your electronic file. (Please do not "embed" graphics in your PageMaker document.)

### **I'VE GOT THE RGB BLUES**

If you use default RGB blue and convert it to CMYK, be aware that it will actually print purple. (A good, generic blue is: 100% cyan, 50% magenta.)

### **CMYK COLORS - NOT RGB**

In 4-color process jobs, make sure your photos and placed graphics are in the CMYK color space, and do not include RGB or spot (Pantone) colors.

### **SPOT COLORS**

In jobs that include spot colors, make sure that the names of those colors are exactly the same in your page layout program and in your placed graphics created in Illustrator, PhotoShop, etc. (For example, Pantone 485 and Pantone 485CVC are different colors as far as the computer is concerned.)

### **FONTS**

Include all fonts with your electronic files, even if they are very common. Do not use Arial Black. It does not exist, even if

**DENSITY / EMULSION**

Supplied film should be delivered right reading, emulsion side down at a density of 4.0 or greater.

**SCREEN ANGLES**

Spot colors should be screened at complimentary angles to avoid moiré patterns or dot-on-dot screens.

**PHOTO RESOLUTION**

To ensure a high-quality product, please be sure that photos are scanned at 300 pixels per inch for 150 line screen jobs; 266 pixels per inch for 133 line screen jobs; 400 pixels per inch for 200 line screen jobs. (Note that JPEG's and GIF's will print poorly.)

**LINEART RESOLUTION**

To avoid "saw tooth edges, line art should be scanned at 1,200 pixels per inch.

your computer thinks it does. Be sure to include the PostScript version of Type 1 fonts.

**BOOKLETS**

Booklets should be paginated in printer spreads rather than reader spreads, and larger booklets should be adjusted for "shingling" or "page creep." In QuarkXPress, don't use facing pages or automatic page numbering when creating booklets.

**FILE COMPRESSION**

Please do not compress your images in PhotoShop (neither JPEG nor LZW). If files must be compressed to fit on a disk, please use a compression utility like StuffIt.

**TIFF vs. EPS**

TIFF images are preferred over EPS images when using QuarkXPress 4.x. This is because QuarkXPress 4.x has trouble printing larger EPS files. (Newer versions of PhotoShop support TIFF clipping paths.)