McAllister Litho Glasgow Ltd.

USEFUL INFORMATION FOR ARTWORKERS

We specialise in high quality Litho and Digital print and can only achieve this if your files are set up correctly. Anything that is not completely correct can always be amended, but this will take extra time and could be chargeable.

McAllister Litho Glasgow Ltd is committed to digital workflows. All jobs for print should be supplied electronically. The preferred file format for this is the Portable Document Format (PDF).

Pdfs

To produce a PDF file is simply a matter of distilling a postscript file, usually with Adobe's Acrobat Distiller. Please Note that this has to be a press quality PDF. Acrobat 4.0 and above is supplied with pre-set Press Optimised settings.

• For colour PDFs use Acrobat 4.0 or higher up to Level 1.6. Version 3.0 colour can look flat.

• Always have Acrobat Distiller set to embed all fonts.

Applications

McAllister Litho Glasgow Ltd have current MAC and PC versions of industry standard applications: QuarkXpress, Photoshop, Illustrator, Acrobat, InDesign, Powerpoint and Word . See p2/3 for more detailed information.

Page Make Up

• Use the correct page size in the application.

• Allow for bleed in the document and in the print options - minimum 3mm.

• Incorporating crop marks may require a larger page size on output. Always include crop marks and bleed.

• Please Indicate if CMYK or special colours apply, and supply Pantone reference numbers where known.

• The colours produced on a monitor or proof can differ radically from those of the press printed version.

Images

• Ensure EPS graphics contain the fonts.

• A minimum input of 300 dpi is recommended.

• All images should be either TIFF or EPS.

• If supplying JPEG images save at maximum quality. (This is not a loss-less compression format.)

• Supply colour images in CMYK, not RGB or LAB.

Fonts

• Fonts can be a major contributor to print problems.

Variations in type design or font substitution can compromise the printed results. For example, the most common typeface 'Times' is available in a variety of versions: Times New Roman, Times, and Times Roman, to name a few of the most frequently used. Each differs slightly in design and kerning or tracking values are different.

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- Producing PDFs will help eliminate these problems by showing a proper representation of the finished document and showing that the correct fonts are embedded.
- When producing files all fonts must be embedded.
- Fonts must be held by the press printer if supplying application files.
- Fonts supplied should comply with all current legal requirements.

File Submission
- If it is necessary to submit application files rather than PDF or postscript, make sure all items used to create the documents are supplied, e.g. fonts, images, logos
- For data security always keep copies of all application files and images.
- Files can be submitted via email (7mb), MailBigFile (https://www.mailbigfile.com/mlg), CD's or External Drives.

Application Files in Detail
We are capable of handling the latest versions of all the standard artworking applications (QuarkXPress, InDesign, PageMaker, Illustrator, FreeHand, Photoshop) but it is worth checking if you are using a new release. Work generated by standard packages on PCs (as opposed to Macs) can usually be processed without any great problems; however, it is essential to provide hard copy so that fonts can be checked. If you are using another graphics package (on Mac or PC), such as Corel or Microsoft Publisher, it is best to contact us first. The same is true for programs not designed for press output (e.g. Word, Powerpoint). We will happily accept press-ready PDF files (but see the remarks below).

Preparing Digital Artwork
Include all elements separately – avoid embedding graphics. Delete unused elements (e.g. images or text on the pasteboard).
Ensure we have all the fonts used in a document, including any used in imported elements (logos, etc.).
Ensure every file has a unique name.
Define all colours correctly (i.e. process or spot) and delete unused ones. Make sure names are consistent (i.e. the same in all files).
Colour or greyscale scans produce optimal quality at about 300/350ppi resolution for use at 100% scale. Full colour pictures are best supplied as CMYK mode (not RGB). Black and white continuous tone images should be saved as greyscales. Line art will produce better results at higher resolutions (>800ppi) and saved as bitmaps.
The preferred formats for graphic files are TIFF and EPS. (If DCS files are used please indicate this, as they require special handling.)
Build in bleeds where necessary (3mm is recommended).
Document pages should preferably be supplied in running order and on actual page sizes (i.e. not within oversized pages with trim marks.) We prefer not to have printer's pairs or Readers Spreads supplied as this can lead to extra work. Please do not put spreads on single pages.
There is no need to impose pages – we use imposition software to do this. Jobs supplied imposed will usually have to be broken up into separate pages, and this is time consuming and can be charged.

![MLG - McAllister Litho Glasgow Ltd.]

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When checking artwork files it is advisable to use the application's built-in pre-flight tools, or independent programs such as FlightCheck and PreflightPro. If there are any problems with PDF files they will often need to be re-supplied and recharged, so to minimise this risk it is worthwhile checking them using the Preflight options available in Acrobat. FlightCheck will also preflight PDFs.

Packaging Checklist

We recommend using job packaging tools, such as 'Collect for Output' in Quark XPress or 'Package' in InDesign, to bring together all the elements for a job.

When sending artwork please Indicate:

 Platform used (Mac or PC).

• Layout software used , including version.

Please Include (whenever possible):

• Specifications form.

• Printout of disc or folder contents.

• Hard copy (preferably in colour; alternatively B&W). (If the printout is scaled, please mark this up.)

• Folded dummy, if applicable.

• Collect for Output report (Quark XPress), Instructions file (InDesign) or equivalent.

Please Ensure:

• Any special instructions are communicated to us and written down on the hard copy or elsewhere.