

Whether you want to supply press-ready PDF, native Macintosh or Windows application files, Modern Age can handling all of your digital prepress needs with our state-of-the-art electronic prepress and design services. The following page is filled with tips for efficiently submitting your work for production. As always, your Modern Age customer service representative stands ready to assist you with job preparation. Just give us a call!

**Desktop Publishing Applications**

Modern Age has both Mac and PC hardware and a wide variety of software applications. We keep the two most recent versions of the software listed below on our workstations, though most older versions are still supported.

**QuarkXpress • Adobe Illustrator • Adobe Acrobat (PDF) • Adobe InDesign • Adobe Photoshop • Adobe PageMaker • Microsoft Word\* • Microsoft PowerPoint\* • Microsoft Publisher\* (\*PC Only)**

\*Please be aware that some applications were not designed for commercial printing and produce file formats that may have color separation and/or resolution limitations. If these limitations are not acceptable and you want us to fix the image. There will be a charge to do this.

**Supplying Files**

- When submitting files, please note the application, version and operating system used (Mac OS 9, Mac OS X, or PC).
- When collecting files for output, use "Collect for Output" in Quark, "Package" in InDesign, and "Save for Service Bureau" in PageMaker. These features assist in gathering all placed images and (in some cases) fonts needed for processing. Also the report file.

**Color**

For best results, pick your colors from swatch books rather than from what you see on your monitor. All monitors display color differently, so the color you see on your monitor will probably not look the same on ours. Remember, you are seeing an RGB rendering of a CMYK color, not the actual color. The Pantone Matching System (PMS) is recommended for this purpose.

**Graphics**

Save all files as .tiff, or .eps format (logos, photos, etc.) Color photos as CMYK if your job is 4-color. • Never use RGB, HSL, Trumatch, Toyo, Lab or any other non-standard color models. Use only Pantone and CMYK colors in vector artwork such as Illustrator files • Let us know what colors are to be generated as spot and what colors will be 4-color process. Also, if the piece will spot varnish, please indicate on your laser the varnish treatments you desire. • Limit the number of colors in the color palette to the total number of colors in the document. Delete unused colors before saving and/or exporting – this reduces unnecessary data in the final PostScript file. • Make sure colors that are the same are also named the same. PMS 185 is a separate color from Pantone 185 CV, which in turn is separate from Pantone 185 CVC, etc. Unfortunately, the default setting is inconsistent between applications, so it is necessary to manually change the name in the originating application.

**Fonts**

Modern Age accepts PostScript fonts, OpenType fonts, and TrueType fonts for both Macintosh and PC. There are two options for supplying Modern Age with fonts:

1. Supply the fonts used for your job each time you submit a job to us (recommended). If we do not receive the necessary fonts to process a job, type reflows or substitutions may occur and your job may be delayed.
2. Remember PC fonts and Mac fonts are different. Therefore there may be some re-flow if we substitute a Mac font for the PC font. The document will be similar but some slight differences will be apparent betewwn the two.

**PostScript Fonts:** supply all screen and printer fonts used within your documents. Your library of fonts can be furnished by family, in subfolders.

**TIP to save files and not have font issues:** Convert type to outlines

**Creating PDF Files**

In general, the following options work best for commercial printing:

- In Acrobat 4 - 8, use the "Press" job option when using Distiller, printing to PDF, or exporting as PDF.
- If modifying job options, disable all image compression and embed all fonts.
- In Windows, do not use the PDF shortcut in Microsoft Office products or the PDF Writer printer driver. Instead, print directly to Acrobat Distiller or Adobe PDF using the highest quality settings or create a PostScript file and convert it to PDF using Acrobat Distiller.

**Bleeds**

Any element that extends to the final edge of the paper needs to be extended further to .125" beyond the final trimmed edge of the piece - this is called bleed. Remember, images created in Photoshop or drawing programs such as Illustrator should have adequate image area to bleed properly off the page.

**Imposition**

Our technicians use software to impose your job into the best format for our printing presses. In general, it is best to submit books as single pages, beginning with page 1 (or the front cover). It is acceptable to submit books in reader spreads where two separate pages form the reader spread if you use elements (photos, headlines) that cross from one page to the other. Do not submit books created in reader spreads where the two "pages" are placed on one double-sized page in your document. This type of document cannot be easily arranged to print on the press.

**\*Charges**

Any deviation from these guidelines will result in delays and extra charges at \$80 per hour in 15 minute increments.

FILE NAME: _____	FONTS: <input type="checkbox"/> INCLUDED <input type="checkbox"/> OK TO SUBSTITUTE
JOB DESCRIPTION: _____	ELECTRONIC ARTWORK: <input type="checkbox"/> TIFF <input type="checkbox"/> EPS <input type="checkbox"/> OTHER
PAGE SIZE: _____	COLOR BREAKS: <input type="checkbox"/> B&W <input type="checkbox"/> SPOT COLOR(S) <input type="checkbox"/> 4 COLOR PROCESS
# OF COLORS: <input type="checkbox"/> PROCESS <input type="checkbox"/> SPOT	PANTONE COLORS (Please List) _____
HARDWARE: <input type="checkbox"/> MAC <input type="checkbox"/> PC	_____
TRANSPORT TYPE: <input type="checkbox"/> THUMB DRIVE <input type="checkbox"/> CD <input type="checkbox"/> EMAIL	Special Instructions: _____
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