

PREFERRED FILE FORMAT — PDF

Adobe® Acrobat® (All versions)



For best results, all jobs should be supplied as PDF files.* Easy-to-follow instructions on how to apply the correct settings for creating a PDF can be found at:

www.multi-ad.com/print_solutions/virtual_center.htm

If you have questions, please contact your Project Manager/ Customer Service Representative (CSR).

**Please see sidebar of this page regarding File Colors, Bleed and Fonts*

Note: There will be a \$55.00 charge per submission for processing revised files

FILE COLORS

RECOMMENDED

CMYK • Grayscale
Spot Colors • Duotones • Monotones

NOT RECOMMENDED

RGB • Index colors • Lab colors

RGB files will print, but an electronic conversion to CMYK occurs automatically, which causes a color change. Output cannot be adjusted.

PREFERRED PAGE LAYOUT PROGRAMS

QuarkXPress®
Mac and PC



.qxd/.qxp

InDesign®
Mac and PC



.indd

Creator
Mac and PC



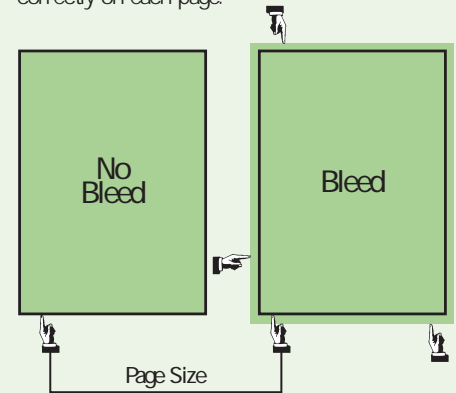
.crt

Note: Any manipulation to client-supplied files (made at your request) will be charged at a rate of \$55.00/hr.

BLEED

BLEED: Ink coverage on a file that is a minimum of 0.125 inches (1/8") larger than the actual trim size of the document's border

Full-bleed documents must be set up with bleed on all four sides of the live area. If a document is built with facing pages, please make sure that the top, bottom and side opposite the spine bleed correctly on each page.



Note: For more information on bleed, please download Bleed and Margin Requirements from

www.multi-ad.com/print_solutions/virtual_center.htm

PREFERRED ART FILES (placed in a Layout Program)



.psd

Photoshop®



.tif

Photoshop



.jpg

Photoshop



.eps

Photoshop



.ai

Illustrator®



.eps

Illustrator

FILE EXTENSIONS: To create a more streamlined workflow with fewer technological hurdles, please name supplied art and page layout files with a correct file extension. This is especially important for files to be used across platforms (Mac to PC or vice versa).

(Formats .pct, .pcx, .gif and .bmp are accepted. However, they are NOT recommended, and some require manual conversion which could add cost to your job.)

PIXELS: Image files (.psd, .tif, .jpg, .bmp, Photoshop saved .eps) need to be supplied at a DPI (dots per inch) that is TWICE the size of the output. Our plates are imaged at 150-line screen so the recommended and preferred DPI of supplied files should be 300 DPI (minimum). Images can be sized down if supplied in correct DPI but CANNOT be sized up greater than 125% without loss of integrity of the image. When images are sized up, pixels are mathematically added to the image to increase the size, thus blurring the image.

NOT RECOMMENDED

PageMaker®
Mac and PC



.p65/.pmd

CorelDRAW® 10
Mac and PC



.cdr

Publisher
(2003)



.pub

Word
All Versions



.doc

PowerPoint®
All Versions



.ppt

Note: MultiAd will not be responsible for output of files not supplied in the PREFERRED formats

FONTS

We require only fonts used in the document. The preferred method of collecting fonts is to "Collect for Output" in Quark or "Package" the document in InDesign. This will automatically collect all fonts and artwork into individual folders.

If this cannot be achieved, then the fonts used in the document should be organized into separate "family" folders.

(eg, Helvetica Roman, Italic, Bold and Bold Italic should be put together into a Helvetica folder.)

