

Specifications for Smarties Printing PDFs:



Size of PDF matches ordered job size based on TRIM MARKS.

2. A two sided job must be supplied in ONE PDF with Page 1 as the front and Page 2 being the back. Page 1 is always treated as the side to be laminated on a single sided laminated run. It is a good idea to combine multiple cards of the same kind into one PDF also. Just remember to allow a front and a back to each card so the total number of pages should end up as an even number.
3. Orientation of pages in a PDF must be the same. If you have a portrait page and a landscape page, one must be rotated in the direction of your choice, so that it will back the other the way you want it to. We will print it as supplied so run out your own proofs and give these types of jobs some thought before choosing a direction to rotate the page.
4. If you order a CMYK (4 colour process) job then there should be no spot colours in the PDF. Spot colours built on odd colour spaces, such as an RGB or LAB colour profile, can convert indiscriminantly to any colour, and often do, so no responsibility will be taken for odd conversions. The safe thing is to build all jobs on a CMYK colour space.
5. The PDF should have CROP MARKS and BLEED ONLY (see attached BC sample) No job information sluglines, rego marks or colour bars. The final PDF should only be big enough to accommodate the crop marks and bleed (do not float the artwork in a large area with excess space around it).
6. All TRANSPARENCIES AND LAYERS SHOULD BE FLATTENED before a PDF is generated. Alternatively saving your PDF to version 1.3 (Acrobat 4) will do that automatically. You may need to change your default setting to do this. Corel 14 files are experiencing the most problems related to this. If you don't understand what transparency and layer flattening is, then you should automatically generate all your PDFs to version 1.3 (Acrobat 4).
7. ALL FONTS must be EMBEDDED.
8. As a general rule look over the PDF and see if anything is LOW RESOLUTION. Query anything with the client that is obviously wrong. Acrobat Professional will allow you to check many things in your PDF. It's worth having!
9. PDFs should be compressed. Attached with this email is a set of Post Printing parameters that can be used with Acrobat Distiller or imported into most native programs to be used for PDF default settings.
10. **Books** should have ALL pages contained in one PDF as single pages (not spreads) with Page 1 as the cover and the Back Page being the last page of the PDF. All other pages should be in numerical order in between. There is an exception with Perfect or Notch Bound books where a spine will need to be built into the cover artwork, but please enquire if you will be having this type of book. The total number of pages should add up to a multiple of four so add blank pages where required. The only time spreads are acceptable is when it's something as simple as a 6pp A4 (630x297) that is to be folded down or a 4pp A4 set up already imposed correctly on an A3.
11. **PreSentation FolderS** require our relevant die trace overlaying your image area in a 5th spot colour set to overprint (see attached sample). Our templates are preset to this already and are downloadable from our www.barebones.net.au website under Handy Templates.

**PLEASE CALL PRIOR TO SENDING ANY ARTWORK IF YOU ARE UNSURE OF WHAT TO SUPPLY.
YOU SHOULD CHECK ALL PDFs IN A PROGRAM LIKE ADOBE ACROBAT PROFESSIONAL BEFORE
SENDING.**

These points when understood and followed will greatly enhance any jobs turnaround time and accuracy.



Handy Info

Bleed

Please ensure 3mm bleed is allowed where required.

Magnets

Please ensure any text sits inside a text safe area of 5mm.

Borders

Please do not use borders that are designed to create an even margin around the document. A trimming tolerance of +/- 1mm must be allowed for. e.g. If you design a border 2mm from the edge all around a document the end result may be 1mm on one side and 3mm on the opposite side creating an unbalanced look.

Colours

Ensure colours are CMYK. PMS and RGB colours are automatically converted and will generally produce undesirable results. Only use PMS colours if they are intended to be printed as such. This service is available at additional cost.

Colour Matching

This is not offered as part of our standard service. The majority of orders are ganged together to achieve "economies of scale" and printed using industry standard density settings which may still produce a variation in colour, between print runs, due to atmospheric conditions and varying stock properties.

Note * Document sizes of A4 and above may be compared to previously printed orders, produced by us, if the client specifically provides a sample prior to the press run.

Note * Colour critical requirements for smaller items should be discussed with us prior to placing orders into our automated production queue as there are alternative solutions.

Document Size

Your document size must be the finished size, based on trim marks, plus bleed.

Images

Images should ideally be CMYK at 350dpi for the intended final size of the image.

Ink Cover

Please be aware of the "Total Ink Cover" you intend using in your design. The heavier the cover the longer it will take to produce your job as this will affect trimming, folding and packing by potential scuffing. We recommend no more than 300% coverage out of a possible 400%. (i.e. CMYK @ 100% each). You may wish to consider a sealing coat if you have concerns. We do recommend this for matt stocks.

Multiple pages

Create multiple page documents as a single .pdf file. e.g.

Double sided business cards: page 1 = front, page 2 = back

No. Up and Orientation

Always supply artwork 1 up. Orientation of PDF should match orientation of final printing. ie. Portrait finished job supply portrait PDF.

Rich Black

To ensure a nice rich black use the following values Black 100%, Cyan 50%, Magenta 10%, Yellow 10%



Text

Please convert text to outlines, curves or paths where possible. Do not use rich black for text. Use 100% black only.

Trimming

To ensure a pleasing result we recommend not placing critical objects closer than 5mm from any trim line. Non critical images and colour may be placed to bleed beyond this and the trim line.

Watermarks

Watermarks or images used for similar purposes, should not be set at less than 8% total ink coverage.

PLEASE NOTE:

CLIENTS NOTE: When our updated ordering system comes online in the next few weeks the screening of supplied files will become an automated process that you, our clients, will have the opportunity to review BEFORE uploading your file. Some issues that will be highlighted include: no bleed; missing fonts; transparencies not flattened; existing spot colours in the PDF; wrong size artwork to ordered size; overprint black issues; and more. We encourage our clients to check their own artwork beforehand with the likes of programs such as Acrobat Professional. The new process will greatly improve turnaround times and enhance the quality and accuracy of all jobs printed which will be to everyones' benefit.

**IN YOUR OWN INTEREST BE SURE
THAT YOU FULLY UNDERSTAND THE
TECHNICAL REQUIREMENTS FOR A
PROFESSIONAL PDF WORKFLOW SYSTEM.
IF NOT IT COULD RESULT IN YOUR JOB
BEING SUB STANDARD.
WE CANNOT CHECK YOUR PDF FILES FOR
ACCURACY AS THEY AUTOMATICALLY
UPLOAD FOR PRINTING.**

**Our in-house design and artwork service is
affordable and ensures that you printing
is top quality. We proof to you before printing
and make changes 'till you are 1000% satisfied**