

Pre-Press Specifications

for Outside Artwork



You'll See a World of Difference.

Graphic Design, Printing, Mailing...all under one roof.

Burns Mailing and Printing operates a Macintosh based Art department.

When submitting files for production, please follow the following guidelines to ensure a faster turnaround time and accurate production of a printed piece.

File Types:

• Preferred Professional level Programs:

- Quark Xpress - Version 7 or lower (Collected for output: fonts & placed images included)
- InDesign - Version CS3 or lower (Packaged for production: fonts & linked images included)
- Illustrator - Version CS3 or lower, CMYK, (Fonts: Converted to outlines, No process Black**)~ Illustrator file types: AI, EPS, PDF
- PhotoShop - Version CS3 or lower, CMYK, 300 dpi or higher (include 1/8" bleed if necessary)~ PhotoShop file types: PSD, EPS, JPG, TIFF, PDF

• Non professional level Programs*:

- Publisher - include all placed images as separate files
- Microsoft Word - include all placed images as sperate files
- Power Point - include all placed images as separate files
- Word perfect - include all placed images as separate files

Placed images:

- PhotoShop Images: 300 dpi or higher, CMYK color mode, Include any necessary bleed 1/8"
 - PhotoShop file types: PSD, TIFF, EPS, JPG, PDF
- Illustrator images: Vector art, any fonts converted to outlines, CMYK format, no process black**, any PMS colors should be included and identifiable by the PMS #
 - Illustrator file types: AI, EPS, PDF

Bleed: If a printed piece bleeds (the printed area goes all the way to the edge of the page) we must have 1/8" of symmetrical bleed on all sides that require bleed. This may mean using clipping masks in Illustrator files and also including at least 1/8" extra on any PhotoShop file backgrounds.

Fonts: Because we are a Macintosh based Art department, we use Macintosh compatible fonts. If you send us a file that includes PC fonts, we will match these fonts to the best of our ability but cannot guarantee an exact font match. In this case we ask that you send a PDF proof or a hard copy proof to match to. If you have the opportunity to change the fonts to outlines in Illustrator or InDesign, we suggest you do so to avoid font substitution.

Spot color Jobs: Any files submitted for a spot color job must be in a format that allows for color separation. ie: Illustrator vector files, duotone PhotoShop files, etc. We also ask that you provide us with the exact PMS #s to be used in production.

Direct Mail Pieces: Burns Mailing and printing offers templates for a number of different direct mail pieces. If you want to request a specific template or need advice on mailing specifications feel free to call or email us. If you are a Burns Mailing & Printing customer and have a direct mail piece that you would like us check for postal specifications we will be happy to do so free of charge. If you have any direct mail questions, feel free to email our Mailing Manager Donna at mailing@burnsmp.com.

** Non professional level programs can be submitted, but are not recommended. Use of these file types can result in font substitution and low resolution image production. Burns Mailing & Printing cannot assume responsibility for the quality produced by these file types. A reproduction of the file can be produced in a professional level program by Burns Mailing and Printing for a charge of \$65 per hour. An estimate of hourly charges can be given after reviewing the file.*

*** When using illustrator, all the items that are to print in black should use 100% black and not be process black (rich black) especially when using black text.*

Contact the Art Department at Burns Mailing & Printing

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