1. **proper document setup**

   Using the proper document setup will take care of several of the points on this list. The document should be set at your final trim size and using guidelines to show proper margins and bleeds.

2. **1/4"** *(.25" / 18 pt / 1p6)* **margin and bleed**

   Any images or color should never stop at trim. They should pass the trim line by a 1/4".

   Any text that is not apart of the background art should be away from the trim by a 1/4".

   The only exception would be jobs that are for the openweb that are finished off press (not going to bindery). In these cases, the margin should be 3/8" (.375" / 27pt / 2p3). To bleed or not to bleed, will be dictated by final trim size.

3. **image resolution**

   For the heatset press, the recommended resolution is 300 dpi. For the openweb press, the recommended resolution is 200.

4. **linked images**

   Before creating your pdf, make sure all your links are updated and not missing.

5. **ink density**

   To find the ink density, measure the amount of Cyan, Magenta, Yellow, and Black being laid down on any point on the page.

   With Indesign, you can use the "Separation Preview" to show if you are above the recommended dMax. If you are using Quark or any other program, you will need to create a pdf and use the "Output Preview" to check the ink density.

   For the heatset press, the recommended dMax is 280.

   For the openweb press, the recommended dMax is 240.

6. **color**

   All colors should be CMYK unless you are using spot colors. So, in that case, only use the spot colors that are required for printing. All other colors should be converted to CMYK before creating your pdf.

   Small black text should be 100% black only. Small "rich" black text maybe hard to register on press.

7. **overprint white**

   When our system encounters an object colored with overprint white, it will automatically be converted to knockout. This may cause undesirable results in the final product. Before making your pdf, make sure all white objects are set for knockout.

8. **4-color black**

   Any color combination used to create 4-color black (rich black) is acceptable as long as it doesn't exceed the recommended dMax. A good color mix would be 60% cyan, 40% magenta, 40% yellow, and 100% black. This will work for both openweb and heatset.

9. **proper export setting**

   Using the proper settings will take care of several of the points on this list. You can contact the prepress department for a pdf that explains how to create presets with the proper settings.

10. **pdf version**

    This can be checked in the "Document Properties" of the pdf. We do not require any version of pdf/x (1.3 - Acrobat 4). Using this version can cause other issues that will effect the look of the final product.

    When selecting the pdf version, select the highest version your software will allow.

11. **embedded fonts**

    This can be checked in the "Document Properties" of the pdf. Each listed font should have the term "embedded" or "embedded subset" by the name. If the term is missing, then there will be issues when processing the files through our servers.