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**Electronic File Submission Guidelines**                                **Revised 9/18/2012**

Our prepress department accepts files saved in most all the standard desktop publishing software programs: Illustrator, Freehand, InDesign, QuarkXPress, Photoshop**, and Acrobat*.
**\*Our preference is receiving a high resolution PDF.***
*\*\* Photoshop should not be used for page makeup as it builds all copy/type as 4-color process.*

We require a hard proof or viewing-resolution PDF of the finished artwork be submitted with each file.

*Please follow these guidelines when creating and setting up your file for submission:*

<u>**1st Preference: PDF – Direct to CTP without changes**</u>
- The file should be a finished, approved document needing no alterations if possible.
- The file submitted to Winston Packaging should have fonts converted to outlines.
- The document should be in CMYK color space
- The Document Raster Effects should be set as follows:
    - Resolution: High (300 ppi),
    - Background: Transparent,
    - Anti-alias selected & "Preserve spot colors when possible" selected if applicable.

These settings should ideally be made prior to using effects such as a Drop Shadow, as these effects will change in appearance if the resolution is changed afterwards. Any placed artwork/images should be CMYK, except where 1-bit TIFF files are used as patterns or in the case of Mono/Duo/Tritones or multichannel files.

In cases where spot colors are used, please assure that they are named the same as the colors in the final document (e.g. - NOT Pantone 300 C in Photoshop and then Pantone 300 CVC in Illustrator). Images should be 300 dpi and embedded in the document.

Ideally the swatch palette should be clear of any colors except those used in the document, and verified as to whether they are set as spot colors or process – whichever is applicable to the document. Spot colors should have the color mode changed from "Book Color" to CMYK and the color type left as Spot.

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SOLUTIONS ▼ PERFORMANCE ▼ RELATIONSHIPS

For proofing purposes, our proofers recognize PMS colors named as Pantone (the #) CV, no matter what the actual palette name is (i.e. - Pantone 300 C has to be named Pantone 300 CV). This does not affect the final output, as it is determined by the ink itself. If a die line is placed in the file, the swatch should actually be named "die line" for the same reason *(the proofer recognizes that name)*.

The file should then be saved in PDF format, using the "Press Quality" setting. Layers can be flattened if desired, but it is also beneficial to have the die line left on a separate layer if possible. Fonts do not need to be embedded since they were converted to outlines.

**2nd Preference: EPS**
The same guidelines should be followed as above, with settings in the save dialog set as whatever version software is used, transparency setting on high resolution, preserve overprints, and embed fonts unchecked.

**3rd Preference: Native files (i.e. Illustrator)**
If a native file is sent, the same guidelines as above are applicable except images/artwork should NOT be embedded and fonts NOT CONVERTED to outlines. These items MUST be included with the file.

Special note: The advantage of submitting the native file is that our prepress department will be able to make type and/or color adjustments upon request to facilitate getting approval of the contract proof.

For additional information or questions please contact Dan Tingler: dtingler@winstonpackaging.com or direct phone line (336) 896-7654.