

File Guidelines

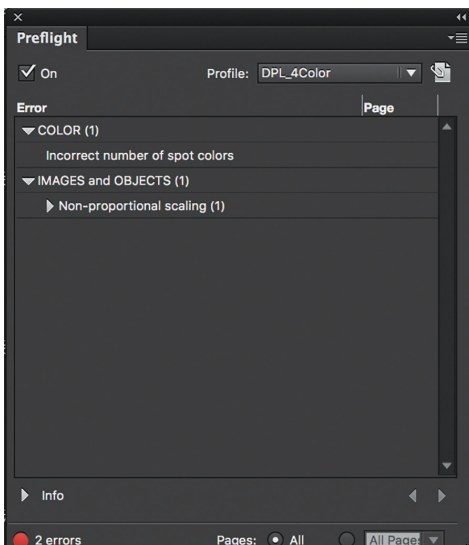
Preflight Incoming Ads - Batch process ads as they arrive with a hot folder. Ask your AE about a DocExam for online preflighting.

Set up Creative Suite - Import the DPL settings for your version of Creative Suite or Creative Cloud and use Bridge to make sure the settings have synced across all apps.

Pantone Bridge Book - Design with a current Pantone Bridge and check that colors will produce properly as CMYK and build proper neutrals.

Web Press Printing - High-speed web presses help keep costs down, but have expected variances to plan for. Take simple steps to avoid slowdown charges in the pressroom and bindery:

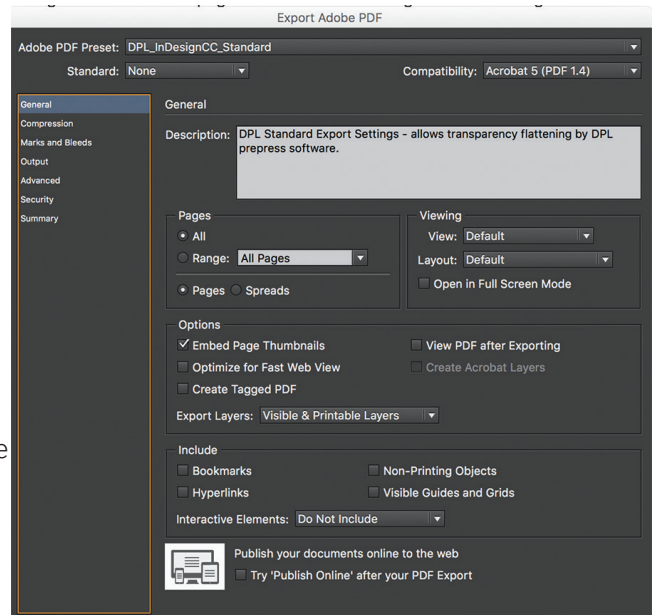
- If you would like any/all of your images to run completely to the edges of your final printed piece be sure to include enough bleed to ensure pages won't have white edges after trimming. The standard bleed area for DP&L is 1/8".
- Images and folios must be 1/4" from the trim and should be set at 300 DPI (dots per inch)
- Read-across spreads and high page-count books may require adjustment or shingling (See page on shingling)



Preflight as you go with InDesign - Use the built-in preflight to make sure each page is correct:

- Check your advertisers' colors with Ink Manager
- Adjust dark or oversaturated images
- Design folios free of 'movement tells' with adequate safety margin
- Turn overprint on or off as necessary
- Place text boxes on the top layer
- Reverse type must be sans serif and at least 7pt
- Black text must be black only
- Lines and rules must be at least 1/4pt

Export with DPL Settings - Export with these industry-standard settings to insure that your files process as accurately and as quickly as possible.



Upload Files - Properly prepared files upload

faster. Uploading during peak hours (M-F 8-5 and around noon) will result in longer upload times. See PageMaster Guide.

Review - Review each and every proof page. These are rendered files; they have been processed down to flattened transparency and layers, CMYK images, trapped colors, etc. When you click Approve, you are giving permission to print the page as is and as soon as possible.

Monitor - Ask your AE for an Agfa color proof and PDF file to make adjustments to your monitor.

DPL Preflight - During processing, files can be fixed, alerted, or failed. Files only fail for LAB color, missing fonts, or corruption. RGB and transparency is fixed on the fly.

Fonts - Always remember to choose a specific font that already has the attributes you're looking to apply included in the actual font family. Don't Bold or Italicize fonts from the Style Menu.