

# FILE SUBMISSION GUIDELINES

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At Arrow Business Printing our goal is to give you the highest quality output possible in a timely manner. These guidelines are to insure the smoothest and quickest turnaround we can provide on your job.

## Each job submitted to Arrow Business Printing requires:

### 1) A .pdf. Output at the *Press Quality* setting.

- .Pdf is the preferred format for the printing industry. It leapfrogs such issues as font conflicts, missing images, and (in most cases) blurred text. However, it provides limited revision opportunities.
- We are able to make small changes within a .pdf —adding commas, removing spaces, things that do not create a line break within the text.

### 2) The original file. Packaged—containing the fonts and images used.

- Adobe Indesign: Use “File, Package”
- Microsoft Publisher: “File, Pack and Go”

### 3) A hardcopy. Faxed or delivered. — FAX your hardcopy to 512.327.8906

- A hardcopy ensures all elements are positioned as the file was designed

#### Notes:

- These files can be dropped to our FTP site, or emailed IF FILE SIZE IS UNDER 4 megabytes. (4000 K)
- Provide a .25 inch margin around all edges and margins for non-bleeding documents.
- Documents with a bleed: We require a .25 bleed over the edge of the page
  - In .pdfs and .ai files this means the artwork area of the file you send us is 9 x 11.5

## Other files:

- **Adobe Illustrator (.ai)** : a preferred file IF...
  - Fonts are provided. Or, in files with no changes required, fonts converted to outlines.
  - Illustrator documents with *linked images*, create an *Adobe Illustrator .eps*
- **Adobe Photoshop (.psd)** : not a preferred file.
  - **Good:** unflattened with text layers not flattened (preserves the vector attributes of the text)
  - **Not as Good:** Flattened, with text in it. (300 dpi, minimum) body text will not print clearly or without a half-tone
  - **Bad:** Flattened, with body text in it, below 300 dpi
- **Quark Express (.qxd)** : an unacceptable file.
  - We do not support this program in a native format – save as a press quality .pdf
- **Word (.doc)** :
  - Lots of pre-press is necessary for printing press applications (unless it is a one color job)
  - Best for one color and color copier output
  - Text formatting is rarely stable
  - When possible, provide a .pdf with this file

## Unrevisable files:

- **.Jpg:** Are rarely high enough resolution for optimal output. Also, body text within a .jpg cannot be revised or sharpened (body text, therefore, appears screened or blurry). Most .jpgs are therefore unacceptable for printing purposes.
- **.Tif:** Body text within a .tif cannot be revised or sharpened (body text, therefore, appears screened or blurry).
- **Powerpoint:** We will accept them and print them. However, we do not make revisions to Powerpoint files.