



SUBMITTING YOUR ARTWORK

Things you need to look at:

Color - All images are CMYK.

To avoid surprises don't use "illegal" RGB colors when designing for print - colors not available in the CMYK palette. We will convert RGB files but this may affect color.

Resolution

All CMYK / Grayscale images are 355 dpi or higher. Bitmap images are 1200 dpi or higher at 100% of printing size.

Fonts

Do not use Truetype or Stylized fonts.

Special effects with truetype fonts do not work. (Note: Bring into Illustrator and convert to paths then import.) When using fonts in a layout program, use the actual font (i.e. if bold use bold; don't select the box for bold while using a light or medium font).

Proof Your File

What you should look at:

Review copy for typos. Double check photo(s) for blemishes. Check keyline around photos for gaps. Stay away from using hair-lines in dialog boxes. Use registration color for crops. Extend images past trim for bleeds. Output separated lasers. If applicable, make sure layout conforms to US Postal Mailing Regulations.

Organize Files

Label your disk with contact name, contact telephone number and list of contents. Do not send any unnecessary files. Provide final layout file. Create folders to organize other necessary files. For example, include all image files used, tiff, EPS etc. in an "image" folder and include ALL fonts used in a "fonts" folder.

Output Separations

Check number of plates.

Solids

When printing screens inside a solid reduce screen percentage for dot gain.

Things We look for:

Banding

This occurs in gradations when too small of a screen percent change is made over too large of an area.

**Under color**

When printing 4C process, black is strengthened by adding a % of cyan, magenta and yellow to create a rich black. Our standard is 40 cyan, 30 magenta, 30 yellow, 100 black. Do not use undercolor on type.

RGB images

Need to be converted to CMYK for printing.

Trapping

Refers to how much colors overlap to eliminate white lines between printed colors.

Fine type reversing in solids

This effects readability. Sometimes it is necessary to fatten up thin type.

Resolution

The file size and amount of resolution determines the quality when printed (smoothness of image).

Ghosting

When too much ink is printed in one area effecting the ink density of another area.

File Transfer Protocol, FTP

FTP is preferable over e-mail to transfer files larger than 2MB from one computer to another on the internet. To use FTP you must have FTP Client Software like FETCH to control the transfer of your files.

Capitol Press operates an FTP Server for clients contact us for more information. (You can download FTP Client software from links on our website.)