

Pre-Flight Checklist

Software

- We have the latest versions of all major graphic design programs: InDesign, Illustrator, Photoshop, Acrobat and Quark.
- It is best to use each application for what it was intended to do: layout & text in InDesign & Quark; illustrations/vector art in Illustrator; photos/bitmaps in Photoshop.
- We also offer support for Publisher and Word, but beware that layout is not as precise and photo quality may be lower.

Document Setup

- Build your page size to the final trim size of the piece.
- Build pages in sequential order. Do not build in printer's spreads.
- Check your page count. When creating booklets the page count will need to be divisible by 4 or 8.
- It is helpful to delete unused items on the pasteboard and delete extra pages.

File Naming

- Do not include these special characters in file and folder names: \/?<>|*•"

Folding

- Check panel sizes to allow for fold tuck-in. For example, if an 11 x 8 1/2" brochure has 3 panels, the first folded panel would be 3 5/8" and the larger panels 3 11/16".
- Supply a trimmed and folded mock-up for more complicated publications. Mark the folds A to A, B to B, etc. That way if the piece is unfolded, we know how to refold it.

Bleeds

- Objects that bleed must extend 1/8" past the page edge. Objects that don't bleed should be kept at least 1/8" from the page edge, including folds, unless they are intended to cross the fold.

Photos and Graphics

- Preferred photo format is .psd. Acceptable formats are also .tif and .jpg. If saving as a .jpg, use the highest image quality setting.
- Set file resolution at 350 dpi (175 lpi). Be aware that if you enlarge the photo in your layout application, you'll need a higher DPI photo so the effective resolution would still be high res.
- When placing graphics in InDesign, the preferred file formats are .psd, .ai and .pdf.

Colors

- Make sure colors are properly defined as spot or process.
- RGB and CMYK color spaces are fine for digital and offset jobs.
- It is helpful to delete unused colors in your swatches palette.
- If the job prints in grayscale, it is helpful to remove any color in the document. Convert all color images to grayscale before submitting to us. This is not a requirement (our software will automatically convert to grayscale), but it will help you see how the color images will print. Some colors that look very different in full color are very similar when converted to gray, and you may lose the contrast you hoped for.

Fonts

- If sending native files, make sure to include all fonts used in your files, including those in imported graphics. The exception is TypeKit fonts in Adobe CC applications. We will sync those fonts.
- If e-mailing or FTPing Macintosh fonts, make sure to stuff or zip them first to avoid corruption.

Collecting files

- The easiest way to collect all the fonts and graphics when submitting a job to us is to use *Package (InDesign)* or *Collect for output (Quark)*. Make sure to include a PDF reference file.
- Double check fonts that are used in graphics, as they are not always collected.
- When sending a job to us, only include files associated with the job.

When Submitting Jobs as PDFs

- We recommend using our PDF job options files. You can download them at www.mcclungco.com/resources.
- If the job has bleeds, make sure to use a PDF job options file that incorporates bleed.
- Make sure to embed all fonts. Do not subset.
- Do not downsample graphics to less than 350 dpi.

Delivery Instructions

- Include delivery instructions when job is submitted. If job ships to different locations, indicate each location and quantity.

Special Concerns

- Please let us know any concerns you have about color, photo quality, color builds, borders, etc.

Mailing Panel Address Clear Area

Preferred size: 4 x 1 3/4"
Minimum size in some situations: 3 5/8 x 1 3/4"

- The mailing panel address area must have a white or light colored background so the postal scanners can read the address and barcode.

When Your Job Mails

- Consider USPS regulations regarding address position, piece size and weight requirements. They all affect postage. Make sure the mailing panel is oriented correctly in relation to the fold. Contact us for more information at 540-941-7723.

Ph: 800-942-1066
E-mail: mcmarket@mcclungco.com
www.mcclungco.com

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