Woodward PRINTING SERVICES

*Exceeding expectations.*

Preparing Electronic Prepress Files

Following these guidelines and file set-up procedures will limit the likelihood of problems, resulting in fewer delays and/or additional charges.

Document Page Size and Margins

✦ The document size (not including bleed) must match the final trim size of the job. Woodward Printing Services requests that you check with your sales representative to confirm the final trim size before sending your job.

```
            BLEED
      FINAL TRIM SIZE

 1/4"  1/2"
       min.    IMAGE
               AREA
```
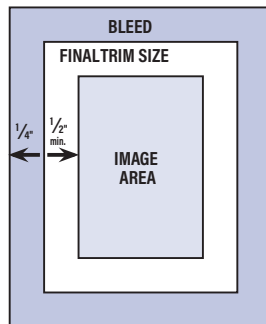
✦ A margin of ¼ inch minimum of bleed beyond the trim size of your page is required. Failure to allow at least ¼ inch of bleed may result in white show through in trimmed edges.

✦ A margin of ½ inch minimum from the edge of the trim to the live area is required for all jobs larger than 7"x10". Jobs 7"x10" or smaller require a minimum ⅜ inch margin from the edge of the trim to the live area. The live area must contain **ALL** copy, including datelines and page numbers.

Reverse Type

✦ To keep reversed type readable, avoid using type that is too small or very delicate. Limit the use of reverse type to block and san serif type styles. Using a type size of 10 points or larger will ensure readability.

✦ When coloring text between 8 pt and 18 pt size with CMYK color tints, be sure at least one of the colors used as a minimum of 70% tint value to avoid unreadability. A sans serif or bold type of at least 8 points in size or larger is recommended for screened type.

✦ Black text over a colored background should be set to overprint.

✦ *White text over a black or colored background should be set to knockout*. Colored type over a black drop shadow should be set to knockout.

Frames, Rules, and Borders

✦ Avoid using "hairline" as a designated thickness for rules. On a high resolution output device, the rule will literally disappear. Use a minimum of .5 pt thickness for a fine rule.

✦ Do not color rules or frames that are less than 1 point thick. They are too thin to hold register on the press. When coloring rules with CMYK screen tints, be sure at least one of the colors used has a minimum of 70% value to avoid unreadability because of slight press variations.

Colors

✦ In your digital files, colors must be created and assigned in the manner in which they will print. Four-color process items must be set to use CMYK colors. If your project is using a "spot" color, designate it as such. Also, the spot color referenced must have the EXACT same name throughout the project. Example: Pantone 328 CV is not the same color as Pantone 328 CVU or Pantone 328CV. These names are both case sensitive and space sensitive.

✦ For projects being printed on our sheetfed press, a "rich black" should be used to avoid a "washed out" appearance whenever large fonts, boxes, or backgrounds are to print as black. Use the values of 60% cyan, 30% magenta, and 100% black. Projects printing on our

web press should use just 100% black to avoid ink offsetting.

- ✦ Any specified color must not exceed a Total Tonal Value of 300. That is, the percentage of tint of each color (K+C+M+Y) when added together, must not exceed 300%.

- ✦ For web press projects, a screen or photograph must have a minimum 10% dot value. Screens and photographs with less than 10% dot value are not guaranteed to print on the web press.

| 10% screen |
| 20% screen |
| 30% screen |

Graphics and Photographs

- ✦ Correct resolution for photo images is required. Use the rule of thumb for 4-color and grayscale images: 2 times the line screen of 133 lpi equals the final resolution of 266 ppi (2x133=266) for items printing on the web press. For line art the rule of thumb is 6 times the line screen of 133 lpi for a final resolution of 798 ppi. For sheetfed projects, a resolution of 350 ppi (2x175 lpi) is preferred. A resolution of 300 ppi will work for both sheetfed and web files. "Final" or "effective" resolution is the resolution after any scaling is done in the page layout program. Do not scale a 4-color or grayscale image higher than 110% of original size in your native design file. The image quality will deteriorate visibly.

- ✦ All 4-color images must be in CMYK mode - NO RGB, LAB, or INDEX color. While our RIP will convert images and spot colors to CMYK, we cannot guarantee that the resulting ripped images will match the originals.

- ✦ Black and white photos should be saved in GRAYSCALE MODE. Our RIP can change a color item to grayscale but the overall quality of the grayscaling cannot be guaranteed.

- ✦ JPEG and GIF files are heavily compressed and are not meant for high-resolution printing. Also, they are often at a resolution of 72 ppi and are in RGB mode, both of which are unsuitable for high-resolution printing.

PDF Files

- ✦ Properly formatted Acrobat PDF files are preferred by Woodward Printing Services.

- ✦ Be sure to check your final pdf to make sure it matches your native design files, bleeds are correct, etc..

- ✦ Woodward Printing Services is capable of making very minor changes to a PDF file; however we prefer to have customers make corrections and send an updated PDF file.

Mailing Information

- ✦ Woodward Printing Services offers mailing services to it customers. Mailing may be done using the customer's own mail permit or by using the WPS mailing permit. Items may be mailed using Presort Standard or ink-jet addressing.

- ✦ For mailings using the WPS permit, please request a copy of the permit to be added to the job design. Your customer service representative can give you more information as to placement of the permit and the space required for ink-jetting, if necessary.

Archiving

- ✦ Woodward Printing deletes files for weekly publications 3 weeks after the publication date. All other customer files are deleted 60 days after customer receipt of the final printed material.

Software

- ✦ Woodward Printing Services supports Adobe Creative Suite on an IBM platform.

- ✦ We strongly encourage the use of desktop publishing software and have very limited support for programs such as MS Word or Excel. These and other non-Adobe publishing file types will incur additional charges to process. Please note that, because of the nature of such programs as MS Word, etc., there is no guarantee that your document will open and look the same on our computers as they do on your computer. Lasers must be supplied for any files which are non-Adobe publishing types.

Electronic File Transfer

✦ Woodward Printing Services offers FTP file transfer through our website. PDF files may be sent to our FTP site as is. Be sure the 3-digit extension **.pdf** is at the end of the file name of all PDF files. Native files such as InDesign, Photoshop, etc., **MUST** be stuffed or zipped to ensure usability. When supplying digital (electronic) files for web press printing, Woodward Printing Services will check or "preflight" files in an effort to prevent potential problems. *Please note* that PDF files are the preferred form for receiving customer files.

✦ Woodward Printing Services cannot accept files larger than 20M via e-mail.

✦ Woodward Printing Services also offers file uploading through Send-It. This program allows you to see the final ripped project and check for errors before the files are approved. It will automatically rip pages as CMYK or Grayscale and check for any problems such as missing fonts, etc. It does NOT guarantee that any item not submitted as CMYK will rip correctly for color or that color photos ripped as grayscale will be toned correctly. Also, it does not check for low resolution on photos and cannot detect 4-color black type.
Your sales person or customer service representatives will, upon request, provide a user name, login password, and instructions for using the program.

The requirements noted on these pages are general guidelines. There may be special circumstances or requirements for each particular job. Feel free to contact your Sales or Customer Service representative with any questions. We will be happy to accommodate your special needs in any way necessary; however, it is required that a price estimate be requested before proceeding with any additional work or file manipulation.

It is highly suggested that a test file be submitted before embarking on a project. We will analyze the files and submit a report of our findings.

We look forward to working with you!