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The following suggestions are for preparing digital files that are to be printed by Prime Graphics, Inc.

Adobe Illustrator:

Illustrator CS, CS2 and CS3 are the preferred formats, V.10 is also acceptable. Images may be embedded into the file. Linked high resolution files and fonts should be furnished. There are many filters and effects that may be applied to the file, here are a few tips for proper file preparation:

1. Avoid using transparencies in group or on top of one another.
2. When creating glows and drop shadows avoid using Multiply as an option. Darken is the preferred method.
3. Avoid using an effect on a filter such as Opacity.
4. Always set rastering at 300 dpi, not 72 dpi. Settings are in the Effect menu.

Fonts should be provided or an outlined file. Future text changes to an outlined file will require all text to be reset. Please provide a composite laser of the final file.

Adobe Photoshop:

Layered files should be provided. Text is not recommended in a Photoshop file. Minimum resolution for a continuous tone image is 300 dpi. at 100%. Minimum resolution for a bitmapped image including text is 1000 dpi. at 100%. Images that bleed should allow for 1/8" bleed. A composite color proof should be supplied with the files.

Quark XPress:

Quark is known for text reflow. Use the actual Bold, Oblique, and Italic fonts instead of the pseudo fonts in the pallet or type style menu. Provide all fonts and linked files used, as well as a composite laser of the final file.

InDesign CS:

Provide all high resolution links, fonts, and a PDF from the final file along with a composite laser.

Freehand 10:

Provide all high resolution links, fonts, and a PDF from the final file along with a composite laser.

PDFs:

Provide all high resolution links, fonts, and a PDF from the final file along with a composite laser.

Media:

CDs, DVDs, e-mail or FTP may be used to provide files. A folder can be setup on our ftp site for your convenience to transfer files. A secure login and password will be used.

Specifications for Text

Positive print. - Minimum text 4 point regular san-serif.

Reverse print - Minimum text 5 point medium san-serif.

Serif fonts are not recommended for Flexographic printing. Any text or graphics that are to be reversed out of a color that is made up of two or more color screens needs to be key lined or stroked with black or a dark dominant color. Readable text should not appear in the seal areas.

® & TRADE MARKS

Registration (®) and trade marks (TM) should not be smaller than 1/16" and should not be reversed out of more than one color (i.e.: process colors). Preferably they should overprint in black or a dominant dark color.

SCREENS

The minimum dot size for screens and graduated screens, blends or vignettes is 2%. If the screen or vignette is to print with any solid area of the same color the screen count needs to be 100 to 110 lines per inch or the solid needs to be broken out and print as a separate color. Tonal and textured color backgrounds cannot bleed and should end 1/16" from the edge.

BAR CODES

UPCs and bar codes should be orientated in the direction of the web, and should not be reduced smaller than 80% or truncated less than 1/2". The quiet zone needs to be strictly observed and should be on a white scannable background. They must print in a dark color, preferably black, that contrasts with the white background and should never print in light colors, red or orange.

EYEMARKS

Eyemarks must conform to the filler's machine tolerances, and the filler needs to approve the size, color and position before plates are made.

RULES & KEYLINES

Rules, text strokes and key lines need to be a minimum of 3/4 pt. positive print and 1pt. rev. print.

TRAPS

Color traps range from 0.010" to 0.012" (0.008" minimum). Trap specification will depend upon the print substrate.

COLORS

The number of available colors will depend upon the press the job is run on. Please consult with your sales or customer service representative. The use of fluorescent, metallic and custom inks need to be reviewed before final approval. If the structure to be used is not pure white, light and pastel colors will not print true to PMS color specifications. Draw downs on the structure will need to be approved. Matching colors to previous printed material or packaging needs to be supplied with the digital file or at the time of the quote.