



## FILE PREPERATION AND SUBMISSION GUIDELINES

### PDF PRINT GUIDELINES

- Embed all fonts
- Pdfs should not use "pdf security to ensure files can process through the file workflow
- Images/pictures recommended to be at least 300dpi, but less than 1200dpi to avoid processing issues
- Full scanned pages recommended to be at 600dpi, but less that 1200dpi to avoid processing issues
- Each file recommended to have consistent page size (foldouts or oversized covers to be in separate pdfs)
- Images/pictures recommended to not be CMYK
- Avoid converting to CMYK during pdf output
- Avoid converting Pantones to RGB or CMYK builds
- Avoid using Pantones over transparent elements
- Avoid using elements not intended for print
- To avoid 'visible dots in text' (text screening), text color values should be one of the following:
  - 100% for grayscale
  - 0% for all RGB channels
  - K value at 100% for CMYK
  - Pantone at 100% or black (K) equivalent

### DEFINITION OF PRINT-READY

A print-ready file is a file that Midland can process successfully for output without further intervention or manipulation. Quoted price assumes standard digital file preflight with additional file manipulation billed at current rates.

### CD LABEL GUIDELINES

- CD label files should be centered in a 4.72" x 4.72" layout

### NATIVE FILE FORMAT

- Additional time is required to process native files in Midland's pdf environment and therefore additional charges may be incurred
- Send all fonts, graphics, images, and source files used in document layout
- Do not lock files or folders
- When using OPI (Open Prepress Interface) ensure all image links are active to ensure graphics will print
- 1/8" of bleed should be provided when images or artwork are intended to bleed off the trim sides
- When submitting Mac files, "stuff or zip" native files and folders to avoid empty transfers

### TRANSFER MEDIA

- Preferred method:
  - FTP (File Transfer Protocol) – Please compress folders with Zip or Stuffit
- Other acceptable media:
  - CD, DVD, or USB

Contact our Technical Consultant or visit [www.midlandcorp.com](http://www.midlandcorp.com) for additional file preparation and submission information.

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