



Art Submission Guidelines

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These guidelines are for the benefit of both you, the customer, and John Schoeben Design. While there are many factors that make up any print job, following these artwork guidelines will help us complete your job in a timely and error-free manner. Files should be submitted "print ready" (color separated, layout, size, bleeds, crop marks etc.). All jobs require some form of production art set-up time. There may be additional charges for the submission of files due to production set-up and proofing of art. If after reading these guidelines you are unsure on how to format or create your job... **WE OFFER COMPLETE DESIGN SERVICES.** Please inquire about services offered, scheduling and rates.

File Types Supported* - WE ARE A MACINTOSH BASED COMPANY.

We are a Macintosh based company. A native file is always the best choice for Illustrator, Photoshop, InDesign and FreeHand. This allows us to convert the file, if needed, to the best file type for production output purposes. It may also eliminate the need for you to send us the file again in another format with the proper attributes. A native file will almost always incur some setup charge for proper file conversion.

Supported File Types:

- Illustrator CS3
- InDesign CS3 - best to "Package" ALL file links, fonts etc.
- Photoshop CS3 - TIFF, EPS in CMYK mode are OK
- PDF - embed complete fonts and/or include font files
- EPS - links must be included, fonts must be included or converted (EPS files must be saved in aforementioned software versions.)
- JPEG - **USED FOR PHOTOS ONLY!**, all photos, linked or embedded in file, must be saved at 300dpi at 100% size of final printed size - JPEG photos should be in CMYK mode. Any RGB jpegs will be converted to CMYK, by default, with varying color reproduction results.

File Types Not Supported* - WE ARE A MACINTOSH BASED COMPANY.

- Microsoft Word - can be saved as a PDF file with fonts embedded
- Microsoft Publisher
- JPEG files are not an acceptable file format!

*Any file types NOT listed as "File Type Supported" may not be supported, however most file types can be converted in some form or another. Earlier versions of supported file types may be used, however converting to other versions may produce unwanted results. Please contact us with any questions about unsupported file type conversions. Not all unsupported file types are listed here.

Fonts - WE ARE A MACINTOSH BASED COMPANY.

- Fonts **MUST** be embedded or converted to outlines. (Outlining type may not be practical for "text intensive" jobs like newsletters and booklets. Converting text may dramatically increase the file size and remove any text editing capabilities once file is saved!)
- Text that has the fonts converted or embedded cannot be edited. If editing will be needed, at a later date, do not convert text and include the font(s) with your file.
- Fonts may be included with your file, however not all fonts can be used cross-platform (i.e.: Windows and Macintosh). Some non-postscript type fonts, like "true-type" fonts, can cause file issues when converting to outlines and embedding.
- Fonts included with your InDesign or Quark files should be "Packaged" or "Collected for Output" respectively to eliminate any "missing" fonts.
- Fonts included with your file must be **COMPLETE** sets.
- Any **MISSING FONTS WILL BE SUBSTITUTED BY DEFAULT** - the substituted fonts may not display or print correctly!

Page Setup & Layout

- Do not gang multiple jobs/designs in one file document, each job must be a separate file.
- Only one copy/file is needed for each job/design - a setup charge may be incurred.
- Bleeds must be 1/8".
- Add any "bleeds" to your page dimensions.
- Keep all active text and images **AT LEAST 1/8"** away from trim lines.

Colors*

- All files must be in created in CMYK mode - **NOT RGB**
- Files with spot colors (i.e.: PMS ink colors) must be separated as such

*Digitally Printed Files & Spot Colors: We will try to match specified PMS colors per each job, however due to the CMYK color conversion process, the printing color gamut of digital printing does not allow exact color reproduction of specified PMS colors. Other factors, such as: temperature, humidity, paper stock type, color saturation and technology limitations, can all be a factor in color reproduction on a digitally printed job.

Saving, Sending and Delivering Files

- We receive a substantial amount of files everyday, so please **LABEL YOUR FILES WITH THE JOB NAME ONLY.**
- Adding a purchase order number to the file name is helpful, but not necessary.
- When sending an updated file for the same job (if changes/alterations are made), please rename the file as such.
- Please **ZIP** or **STUFF** your files in a folder for electronic file transfer.
- If files are large (over 8MB after compression), please send files individually or burn and deliver a CD.
- **A FAX OR EMAIL PURCHASE ORDER MUST ACCOMPANY THE ORIGINAL FILE THAT IS DELIVERED.**
- **ALL CLIENT PRODUCED DESIGNS/JOB MUST BE ACCOMPANIED WITH A PRINTED PROOF!**
- **EMAIL ALL JOB FILES AND PURCHASE ORDERS TO: j.s.design@comcast.net**