



Prepress Instructions

The following will assist you in preparing your document files, PDF files and completing your file upload to our FTP site.

Page Layout Software

QuarkXPress or InDesign are the preferred layout programs. If you are using a different layout program, call to check compatibility. It is recommended that you provide test PDF files regardless of which program you use.

Image Software

PhotoShop and Illustrator are the recommended for creating photos and logos. Proper resolution is 300 dpi for photos and 600 dpi for logos at their final layout size. All art must be saved as CMYK, not RGB or indexed color. When preparing images for coated stock printed heatset, highlights should have a minimum of 4% and shadows a maximum of 95% for coated stock and maximum ink density should not exceed 290 for coated stock. When preparing images for uncoated stock printed coldset, highlights should have a minimum of 3% and shadows a maximum of 85% and maximum ink density should not exceed 240%. Do not make any dot gain adjustments. Our prepress software adjusts dot gain automatically.

Fonts and Type Sizes

Use Postscript fonts only. Do not use TrueType fonts. They may cause unpredictable variations in final output even if they appear normal in your PDF. Do not stylize fonts using the bold, italic or other style buttons. Black type must be black only and not CMYK. Do not use reverse text smaller than 12 pt. out of images or blocks of color.

Document Size and Live Area for Publications that will be Trimmed

Your document page size should equal your trim size. If images will bleed off the edge of the page, add 1/4" to the image beyond the trim. The live area of the page should be at least 1/4" from the edge (trim) of the page. Keep text and non-bleed elements at least 1/4" from the trim. If publication includes crossover elements, avoid text or headlines smaller than 30 pt.

Document Size and Live Area for Publications that will NOT be Trimmed

Images cannot bleed off the edge of the page. Your document page size should equal your full-page size including the white border. The size of this white border will vary, depending on your publication's format and web size. Ask your CSR to confirm the live area for your specific publication.

PDF Files

PDF files must be exported out of your page layout program as a single, high resolution PDF file containing single-pages (NOT SPREADS) with fonts embedded. A job options file can be downloaded from the Customer Service page on our website (www.egpp.com). PDF file names must not exceed 15 characters in length. When supplying revised PDF files, you must add "REV" to the end of the file name. **If this is the first time you are supplying PDF files to Evergreen, we recommend sending test PDF files at least one week before live files are due. See login information below.**

Proofing

Evergreen offers two proofing options ...on-line proofs or printed inkjet proofs. Online proofs are accessible via the Internet. Viewing online proofs offers the quickest turn-around for tight schedules, but color perception is limited by monitor calibrations. Therefore, you should view online proofs for content only. Hardcopy inkjet proofs are generated for every job and can be shipped to you if you need to see printed proofs. Printed proofs are your best option for color and content approval. Color proofs are printed on white inkjet paper.

Uploading your PDF files to Evergreen's FTP Site

Test files can be uploaded to our FTP site using the following: Username: pdftest Password: egprint218

Your live PDF files must be uploaded to a secure folder on our FTP site using a personalized username and password. Our prepress department or customer service representative will provide you with this login information.

Sending files on a Mac or PC

1. If you are using a MAC, we recommend Fetch for your FTP Client software.
2. If you are using a PC, we recommend Core for your FTP Client software.
3. Once you are in your FTP Client software, enter the web address: <ftp.egpp.com> or 208.39.161.4
4. Enter your username and password when prompted.
5. Place all files in the root level of your folder. Do not place them in the DONE folder; this is for Evergreen's use only.

Call your Customer Service Representative to receive your username, password and further instructions.