

Digital Guidelines

In order to meet deadlines, the files you give us must be saved according to the following specifications. If modifications or corrections are needed your order may be delayed and extra charges incurred.

We can accept your files on a 3.5" floppy disk, Zip disk or CD in either IBM compatible or Macintosh format. You may also send an e-mail attachment to artists@instyroch.com or place an order on our website.

WE ACCEPT FILES CREATED IN THE FOLLOWING APPLICATIONS:

(We can accept the following versions or earlier versions)

QuarkXPress

Mac QuarkXPress 6.5
PC QuarkXPress 5.0

PageMaker

Mac PageMaker 7.0
PC PageMaker 7.0

InDesign

Mac InDesign CS2
PC InDesign CS

Photoshop

Mac Photoshop CS
PC Photoshop CS

Illustrator

Mac Illustrator CS2
PC Illustrator CS

CorelDraw

Mac CorelDraw 10.0
PC CorelDraw 10.0

Microsoft Applications:

Word

Mac Word 2000
PC Word XP

Excel

Mac Excel 2000
PC Excel XP

PowerPoint

Mac PowerPoint 2000
PC PowerPoint XP

Publisher PC

Publisher XP

GENERAL

A hard copy should always be submitted with your electronic file whenever possible. You may fax a copy to 507-282-4603 (mark it attention: graphics) or send a .pdf file along with your original file. Make sure all fonts, photos and graphics are included on your disk or embedded in your file. Only include the files necessary for your job on the disk you give to us. If these guidelines are not followed your order will be delayed. We will contact you to find out if you would like to make the corrections yourself and provide us with a new disk or email. If you would like Insty-Prints to make your corrections there will be an additional charge. Charges will be incurred in 15 minute increments. If you have any questions about any of these guidelines please call our Graphics Department at 507-282-6112 or send email to artists@instyroch.com.

FONTS

All fonts must be included with your document. You may either embed your fonts (if your application allows you to do this) or include them in a fonts folder. If fonts are not included we will call you to find out if you want us to wait for you to provide us with the necessary fonts or substitute them for the closest matching font that we have.

MARGINS

Set up your document to have at least 1/4" margin. The exception to this is business cards. They must have at least 1/8" margin.

BLEEDS

Bleeds must go beyond page dimensions by 1/8". Please make sure your text still maintains the above required margin even when your graphics or background bleeds.

PLACING PHOTOS AND ART

Place your art in your document at 100% or as close to 100% as possible. Art placed and scaled to a low percentage takes up a lot of memory. (Your program is still linking to or embedding your art at 100% of its original size.) Art placed at greater than 100% loses quality. TIP: Figure your percentages when creating your art or scanning. If you have any questions please feel free to call.

SCANNING AND RESOLUTION

When scanning photos or art, scan at the percentage in which you will need your final art to be. Scan color or grayscale at 300 dpi and lineart (b&w) at 600dpi. Art taken from a website on the internet is typically 72dpi and would not be suitable for printing use. If you have any questions please feel free to call.

COLOR SEPARATIONS FOR SPOT COLORS

Spot colors are simply colored inks. Each ink color is printed separately on the press. Be aware that certain applications are not designed for spot color separation. Examples of such programs are Microsoft Word, PowerPoint and Excel. Do not create your job in these applications if you are using spot colors. Printing to our high quality color copier would be an alternative in this situation. In the case of your artwork, only vector art can be color separated. This would be art created in Adobe Illustrator or Freehand. Art that is scanned, created in Photoshop, or Word art cannot be color separated. All spot colors must be CMYK format, not RGB. If you cannot provide a logo in the necessary format for separations we may be able to recreate your logo for you. You would then be charged accordingly. If you have any questions please feel free to call. We are always happy to help.