



SPECTRUM PLUS

DIGITAL FILE SUBMISSION GUIDELINES

In order to ensure the prompt and accurate production of your project, please refer to the following information when submitting digital files to Spectrum Plus. Please call us at (973) 638-1720 if you have questions about file preparation or any of the information presented below.

1) Acceptable File Types:

- a) We can accept both PC and MAC files created in most common graphic applications. InDesign and Quark are preferred, however Illustrator, CorelDraw!, PageMaker and Photoshop files are also acceptable. If submitting an application file, always provide a PDF as well.
- b) Microsoft product such as Publisher, Word, Power-Point, Excel, Print Shop, etc. are non-Postscript products and will typically result in additional charges to process. If these programs must be used, we recommend that submitted files be saved as a PDF file using Acrobat Writer or equivalent.
- c) Large files should be 'Zipped' or 'Stuffed' and submitted via the FTP site within our website. (click the "Upload Files" button on our homepage www.spectrum-plus.com)

2) When providing a file via e-mail or FTP, or on a disk, please provide the following information:

- a) Your contact information in case we have questions about the file.
- b) Job name and/or number.
- c) Platform (PC or Mac) and - if a native application file (rather than a PDF) - the name and version of the application used to create the file.

3) Make sure your file is built in the correct color mode.

- a) Four (4) Color: CMYK
4 color (or full color) needs to be in CMYK. One of the most common file problems occurs when artwork is submitted in RGB, which is the color mode for on-screen viewing. Printing is done with 4 colors: Cyan, Magenta, Yellow, and Black, so your file must contain this color information in order for us to process it.
- b) Two (2) or Three (3) color: Spot Color
For two or three colors, your file must be set up in spot color in order to print correctly. Only postscript programs like Photoshop, Illustrator, Quark, etc, have the ability to do this. Your color information will need to be in "Spot Channels" with the Pantone color specified. The PMS colors to be used should be specified in the file.
- c) One (1) color or Black & White: Grayscale
One color and Black and white printing only uses one ink, so your file will need to be set up in Grayscale.

4) Additional file requirements:

- a) Make sure all images have been embedded, and all embedded images meet the resolution and color requirements. Images should be at least 300 dpi.
- b) When ever possible, vector files should be sent. Bitmap images (photographs) are resolution dependent where as a vector file can be made as large as necessary.
- c) If using Photoshop, artwork must be flattened.
- d) If using Illustrator, all fonts need to be created to outlines.
- e) Include all font files that you have incorporated into the artwork on the disk.

5) Provide a hard-copy sample! To ensure we reproduce the color as you want it, it is recommended that you provide an approved **hardcopy proof** with your file that can be used to check color.