

HESS PRINT SOLUTIONS

Prepress Specification Sheet

Job Components

- A laser proof of each page is required. If the proof is not a full sized (100%) reproduction please note the percent reduction. Output errors caused by no proof to check against will be re-output at the customers expense.
- Fill out the Incoming Media Sheet.
- Test files for all new customers or projects should be submitted so we can verify that your files meet all of our specifications.
- We request that each job be supplied on a separate disk
- All disks should be accompanied by hard copy of the disk directory.
- Supply a book map clearly showing page breakdown.
- Files may be submitted using e-mail, ftp MassTransit or Insite. Please get instructions from you CSR.
- Files submitted digitally should be compressed either by Stuffit, Mac OS X or zipped.

Page File Submission

- When supplying files we recommend using a “collect for output” from FlightCheck, Quark Xpress or “Package” from InDesign. This assists in gathering corresponding art and image files needed for processing.
- We recommend the following folder structure when supplying files is to create a main job folder. Located in the main job folder should be three additional folders one for fonts, one for the page layout files and the other for high resolution images. The fonts folder should contain all the screen and printer fonts. The high resolution images folder should contain all the tiffs, eps, jpeg, psd and ai files.
- File naming conventions should not exceed 26 characters. Do not use special characters in the naming of the file. (i.e. *&@\$!/?).
- Include all linked graphic files. Use a unique name for each file/graphic. No duplicate names. Upper and lower case letters do not distinguish a file.
- Files may be submitted using e-mail, ftp MassTransit or Insite. Please get instructions from you CSR.

Electronic Components

- Please use Photoshop 5.5 or higher and Illustrator 8.0.1 or higher.
- The scanning of preprinted images must be checked for moiré patterns. To verify if a moiré appears view the image in Photoshop. If a moiré appears the easiest solution to remove it is to use a gaussian blur of .5 – 1 pixel, then use the sharpen filter to sharpen the image. Please notify us where these images are located so we can verify they are correct.
- Line art files should be scanned at 800-1200 dpi. Grayscale or Color images should be scanned at no more than twice the LPI. 300 for 150 lpi and 266 for 133 lpi.
- Clipping paths must be created using eps files in Photoshop. Quark offers built-in options for clipping paths but, care should be taken to ensure that the desired embedded path (from Photoshop) is selected and active.
- For perfect bound covers, include the spine in the overall page width. If the spine width is unknown check with your CSR. Please leave the spine on the inside cover spreads white. This is necessary for binding.
- Line weights are to be no smaller than .25pts.
- Build bleed areas to 1/8” for text and cover.
- All live matter of importance (including type) must be a minimum of 1/4” inside the final trim in order to guarantee that no essential information is trimmed off in bindery.
- Indicate if you have any special trapping instructions.
- Do not use OPI comments
- Do not reverse small type in multicolored builds or build multicolored type smaller than 12 pts.

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Fonts

- To help reduce font inconsistencies please supply all fonts used for your job. Include screen and printer fonts.
- Do not use Laserwriter “City” fonts (ie. New York, Geneva, etc).
- Do not stylize fonts! If you used stylized fonts in your files they may not reproduce with the desired effects. Please use the appropriate font with it's attribute. ie. HelveticaBold not Helvetica + the B button on the control panel. Hess Print Solutions will not be held responsible for the way that stylized fonts reproduce if used.
- Do not bundle all screen fonts into a suitcase. This will cause font conflicts in OS X.

File Formats

- Our preferred file format is PDF files. We do accept application files for the following programs: QuarkXpress, InDesign, Word, Illustrator and Pagemaker. All other application that are used, will need to be submitted in PDF format.

Multiple Color Considerations

- We require that all process color files to be provided in CMYK format
- Please check that all spot colors are clearly defined as a spot color.
- Do not use registration as a color.
- We recommend building Rich Black as 100% Black, 40% Cyan, 0% Magenta, 0% Yellow

PDF Files

- Please visit our website at www.hessprintsolutions.com/CUSTOMER-SUPPORT/TECHNICAL-SPECS.aspx and download your specific programs instructions.
- All PDF files must be set to Acrobat 8.0 compatibility.

Proofs

- Supply a current updated laser proof of the files

submitted. Lasers should be 100% if not please note the reduction on page 1 of the lasers.

- Examine proofs for potential problems.
- If supplying a color proof please make sure it includes a color bar.

Multiple Versions

Single plate version change

The most cost effective method in version management is the single plate change. The idea behind a single plate change is that the common content should be setup as a single color or four color process base file. The unique version content would be created on a layer within the application file and setup as a spot color. This allows for multiple version layers using the same base file without any content shifting.

Page Layout

Create a base file which contains all common content. Do not duplicate this file to create another version. Using one common file keeps all base content consistent.

Creating Versions

Version specific content should be prepared as a spot color layer within the common base pages. Create as many layers as you need to encompass all the versions you plan to use. The spot color should be named the specific version i.e. US, Canada, etc. Using this method allows for multiple versions to be created within one file. The spot color naming convention should be consistent throughout all the files. Upon output we will follow your instructions as to color mapping.

Creating PDF files for multiple version jobs

Follow the PDF creation instructions on the web site. Each version should have it's own composite PDF file. Turn on the correct layer for each individual version layer and produce a composite PDF file for that version. On a two version, four color job, you will have two separate files consisting of four color process plus a spot color for the version change. Files should not contain any spot colors other than those that define the versions.