Pre-Flight Checklist

Software
- We have the latest versions of all major graphic design programs: InDesign, Illustrator, Photoshop, Acrobat and Quark.
- It is best to use each application for what it was intended to do: layout & text in InDesign & Quark; illustrations/vector art in Illustrator; photos/bitmaps in Photoshop.
- We also offer support for PageMaker, Publisher and Word. Publisher and Word files may take extra time and expense to process.

Document Setup
- Build your page size to the final trim size of the piece.
- Build pages in sequential order. Do not build in printer's spreads.
- Check page count with hard copy and number hard copy if needed.
- It is helpful to delete unused items on the pasteboard and delete extra pages.

File Naming
- Please limit file and folder names (including the extensions) to 31 characters. This is due to a limitation on our server.
- Do not include these special characters in file and folder names: \ / ? < > | * • "

Hard Copy and Folding
- Include 100%-sized printouts of all document pages if possible. Please indicate if pages were not printed at 100%.
- If file is submitted electronically, either overnight or fax hard copy. A PDF is also acceptable.
- Check panel sizes to allow for fold tuck-in.
- If document folds, the hard copy should be folded as you want it.
- Supply a trimmed and folded mock-up for more complicated publications. Mark the folds A to A, B to B, etc. That way if when the piece is unfolded, we know how to refold it.

Bleeds
- Objects that bleed must extend $\frac{1}{8}$" past the page edge. Objects that don't bleed should be kept at least $\frac{1}{8}$" from the page edge.
- Keep objects at least $\frac{1}{8}$" away from outside folds unless they are intended to cross the fold.

Photos
- Save in PSD, TIF or EPS format. JPEG is not preferred, as image quality is sacrificed in the compression. Do not use LZW compression on TIF files. Do not save in GIF or other file formats.
- Duotones can be saved as PSD or EPS files for InDesign. Use EPS files for Quark.
- Set file resolution at 350 dpi (175 lpi).
- For best results do not enlarge or reduce photo by more than 20% in layout program.

Colors
- Make sure colors are properly defined as spot or process.
- Convert RGB objects to CMYK if job is to print on offset presses. When converting we suggest using the "US Web Coated (SWOP) v2" profile so total ink density does not exceed 300%.
- RGB objects are fine for jobs on the digital press, and may even yield more vivid colors than CMYK.
- It is helpful to delete unused colors in your swatches palette.
- If the job prints in grayscale, it is helpful to not have any color in the document. Convert all color images to grayscale before submitting to us. This is not a requirement (our software will automatically convert to grayscale), but it will help you see how the color images will print. Some colors that look very different in full color are very similar when converted to gray, and you may lose the contrast you hoped for.

Fonts
- Make sure to include all fonts used in your files, including those in imported graphics.
- If e-mailing or FTPing Macintosh fonts, make sure to stuff or zip them first to avoid corruption.

Trapping
- No need to set traps, as our rip software handles it.

Collecting files
- The easiest way to collect all the fonts and graphics when submitting a job to us is to use *Package (InDesign), Collect for output (Quark)* or *Save for service provider (Publisher).*
- Double check fonts that are used in graphics, as they are not always collected.
- When sending a job to us, only include files associated with the job.

When Submitting Jobs as PDFs
- We recommend using our PDF job options file.
- If the job has bleeds, make sure to use a PDF job options file that incorporates bleed. Otherwise, make sure that the final file is at least $\frac{1}{8}$" larger on each side.
- Make sure to embed all fonts. Do not subset.
- Do not downsample graphics more than 350 dpi.

Delivery Instructions
- Include delivery instructions when job is submitted. If job ships to different locations, indicate each location and quantity.

Special Concerns
- Please let us know any concerns you have about color, photo quality, color builds, borders, etc.

Mailing Panel Address Area:
Minimum size for inkjetter:	3½ x 1¾"
Preferred size:	4 x 1¾"

- The mailing panel address area must have a white or light colored background so the postal scanners can read the address and barcode.

When Your Job Mails
- Consider USPS regulations regarding address position, piece size and weight requirements. They all affect postage. Contact us for more information.

Kirkwood
Bold Service. Quality Printing.