

# 2009 Preflight Checklist & Artwork Requirements

Download FREE item design templates at [www.foldersolutions.com](http://www.foldersolutions.com)

## Preflight Checklist

### Page Layout:

- Use correct item template. Size and layout **MUST** be correct for item ordered.
- Send files in their native application. (Use accepted programs listed at right.)
- Save final artwork in program format (editable) **not as a .PDF or PostScript.**

### Fonts:

- Include printer & screen fonts.
- Use actual font from list – **no styles for bold, italic, etc.**
- Convert all type in Illustrator to outlines (convert type to curves in CorelDraw).
- Use a minimum of .25 rule weight. Do not use “hairline” rules.

### Color Issues:

- PMS (Pantone®) graphics & layout files **must be SPOT** colors.
- Process graphics **must be CMYK - NOT RGB.**
- Four color process, large black areas: add 40% cyan to 100% black.
- Blue in CMYK graphics: blue can cast toward purple — to help avoid this issue choose a blue-formula with at least 30% more cyan than magenta in the mixture. Refer to the Pantone® 4-Color Process Guide & Pantone® Color Bridge for assistance.

### Image & Graphic Considerations:

- Include linked and embedded images.
- Save graphic files in **.EPS** or **.TIF** format. Do not use .P CT, .JPG, or .GIF or .PNG.
- Photo image resolution: 300 dpi for grayscale & CMYK images. **No 72 dpi web images.**
- Line art / logo scan resolution: 1200 dpi for bitmap line art.
- Clipping paths should be created in Photoshop. Clip into image by one full pixel.
- Place all scans / images at 100% or smaller; do not enlarge scans / images in layout.
- Rotate, scale and crop all images before placing on page.
- Proofread your files. Test print your files; including separations. There are additional prep charges to correct or alter files.  
**We are not responsible for errors in supplied files.**

## Sending Your Files

- Your P.O. # and job name MUST appear in the subject line.**  
*The person sending files MUST include this information so we can match it to your order.*
- Include a composite .PDF to reference.
- Compress files before sending: Mac: Stuff-It PC: WinZip
- Email files smaller than 5MB
- FTP for larger files, up to 200MB  
go to: [www.foldersolutions.com](http://www.foldersolutions.com)  
user name: upload  
password: artwork

## WHAT TO DO

**Catalog items MUST be set up using the item design template for the item ordered.**

Download templates from:

[www.foldersolutions.com](http://www.foldersolutions.com)

### Use Accepted Programs:

- InDesign
- QuarkXPress
- Illustrator
- Photoshop
- Corel Draw - convert type to curves

*Our system is Mac OSX based. We also accept PC files for programs listed above.*

### Do Not Send:

- Any Microsoft Program (including Publisher, Powerpoint, Word)
- PageMaker files can be problematic. Use an alternative program.

### Send ALL parts of file:

- document / layout file(s)
- fonts (screen & printer)
- graphics (linked & embedded images)
- .TIF photos / scans
- .EPS files

### Printing – Artwork Note:

- SPOT colors for PMS printing
- CMYK for process printing
- Do not use RGB

### Foil Stamp and Emboss – Artwork Note:

- Supply as vector (outline / .EPS) art
- Convert all type to outlines
- Avoid fine-line, intricate detail & screens.

### We recommend...

*You supply a copy of expected file output for our reference. Fax laser-print or send a composite .PDF file. Please label accordingly.*