

# 2011 Preflight Checklist & File Preparation

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

## Accepted Programs

Mac and PC files for these programs:

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

## NOT Accepted

The following file formats will be rejected:

- Microsoft Publisher
- Microsoft Powerpoint
- Microsoft Word
- PageMaker: convert to InDesign

## Preflight Checklist

Page Layout:

### Download item template: [foldersolutions.com](http://foldersolutions.com)

- Custom item? We can create a template to your specs.

Art must be designed on our templates.

### Sending Artwork as a .PDF File:

- High-resolution (print quality) .PDF documents. Include 1/8" bleed.

**WRONG TEMPLATE; INACCURATE FILES; LOW-QUALITY GRAPHICS WILL BE REJECTED.**

### Sending Artwork as Layout Files from "Native" Program:

- Collect all elements: use "Package" & "Collect for Output" in program to simplify process.

- Fonts:**
- printer & screen fonts. Use font from list – **not styles: bold, italic, etc.**
  - type in Illustrator files: convert to outlines/paths (curves in CorelDraw).

- Images:**
- hi-res photos: 300 dpi CMYK & grayscale. **No RGB/72 dpi web graphics.**
  - scan/line art: 1200 dpi, bitmap images.
  - save as: **.TIF** format.

- Graphics:**
- vector (outline) art: convert all type to outlines.
  - use proper color mode (spot/PMS or CMYK - not RGB).
  - save as: **.EPS** format.

### Ink & Color in Your Artwork:

- Spot color PMS (Pantone®) printing: use **SPOT/PMS** colors.
- Four color process (full color) printing: use **CMYK - NOT RGB**.
  - Large black areas: add 40% cyan to 100% black.
  - Blue in CMYK graphics: blue can cast toward purple – how to avoid this? Refer to Pantone® 4-Color Process Guide & Pantone® Color Bridge. Select a blue-formula with 30% more cyan than magenta in the mixture.

### Foil Stamp and Emboss Artwork:

- Supply as vector (.EPS) art – convert type to outlines; avoid intricate detail & screens.

### Avoid Errors in Your Files:

- Proofread & test print your files: print color separations. Make a mock-up: print a reduced copy, cut-out & fold up...does copy fall on correct panels? Added charges apply if we need to modify your files.  
**We are not responsible for errors in supplied files.**

## Sending Your Files

### Dealer P.O. # and job name **MUST** appear in the subject line

- Name files properly.
- Sender of files should include this info to match art to P.O. and for work to begin.

### Compress files & send

- Mac: Stuff-It or PC: WinZip

Email - smaller than 10MB

### FTP UPLOAD - up to 400MB

Note: To upload you will need a software utility that supports FTP, such as Fetch, CuteFTP, FileZilla

#### With your FTP Software:

ftp address: [ftp.foldersolutions.com](ftp://ftp.foldersolutions.com)  
user name: upload  
password: artwork

#### To avoid delays:

- Compress your files before sending
- Name folder(s) with job name & p.o.

### Ensure art matches specs





- Test print files for accuracy.
- Does file have necessary bleeds?
- If .PDF artwork: is it press quality?

# 2011 Dealer Order Form

## DEALER INFORMATION

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Purchase Order # \_\_\_\_\_  
Estimate # \_\_\_\_\_ Price \_\_\_\_\_

## PAYMENT OPTIONS (Dealer Only)

Bill Open Account # \_\_\_\_\_  
 Check Enclosed  
 Bill My         Code \_\_\_\_\_  
\_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_  
Cardholder's Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Expiration Date \_\_\_\_/\_\_\_\_/\_\_\_\_

## SPECIFICATIONS

Exact Repeat?  No  Yes Previous Job # \_\_\_\_\_  
Item \_\_\_\_\_ Quantity \_\_\_\_\_  
Overs / Unders:  Std. Trade Practice (+/- 10%)  Other \_\_\_\_\_  
Stock (type, weight, color) \_\_\_\_\_  
Proof?  No  Color Digital Proof  
 .PDF \_\_\_\_\_  
email address  
 Art sent via Email (label files with dealer P.O.#, dealer name, job name)  
Art will be coming from \_\_\_\_\_  
email address  
 Art sent via FTP (label files with dealer P.O.#, dealer name, job name)

## INK (First side includes front & back covers, pockets, reinforced edges & reinforced panels.)

PMS Color(s) 1st side \_\_\_\_\_  
 Four Color Process 1st side  
 PMS Color(s) 2nd side \_\_\_\_\_  
 Four Color Process 2nd side

## COATING

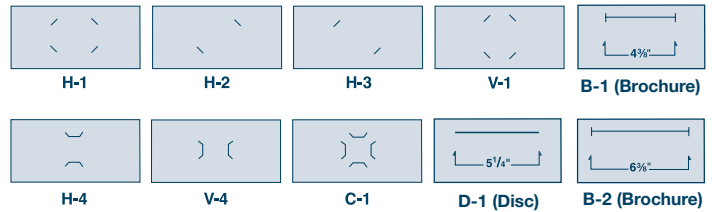
1st side  Gloss AQ  Satin AQ  Matte AQ  
 Soft-Touch  Gloss LAM  Gloss UV  
2nd side  Gloss AQ  Satin AQ  Matte AQ  
Other (describe) \_\_\_\_\_

## FOIL & EMBOSS

Emboss  
 Foil Color(s) \_\_\_\_\_  
 Standard Blind Emboss Heading \_\_\_\_\_

## POCKET OPTIONS (See page 24 of color catalog for available options.)

Yes card slots / slits wanted (see below)  No card slots / slits wanted



List card slot code or describe other pocket option:

Right pkt. \_\_\_\_\_  
 Left pkt. \_\_\_\_\_  
 Center pkt. \_\_\_\_\_

## METAL RING MECHANISMS (Binders Only)

1/2"  3/4"  1"

## MYLAR TABS (Tab area is typeset FREE in Helvetica Bold.)

Number of sets \_\_\_\_\_ Tabs per set \_\_\_\_\_  
Stock  90 lb. white index  other \_\_\_\_\_  
Size  11" x 8 1/2" + 1/2" tab  other \_\_\_\_\_  
Punching  3 hole (standard)  other \_\_\_\_\_  
Tab Color  Clear  One color  Multiple color  
Ink Color  Black (standard)  PMS # \_\_\_\_\_  
Print both sides of tab?  Yes (standard)  Front only  
Collate  No  Yes (additional charge)

## OTHER OPTIONS

**Spine Attachments**  White  Matching  
**Elastic Bandos**  Black  White  
**Velcro**  Black  White  
**Add Eco/Union Labeling to My Art File?**  No  
 Union Label  FSC®  Recycled logo  Green Inks

## SHIPPING INFORMATION

Company Name \_\_\_\_\_  
Attention \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Ship Date Requested \_\_\_\_/\_\_\_\_/\_\_\_\_ Event Date \_\_\_\_/\_\_\_\_/\_\_\_\_  
Method  Best Way  Other (List) \_\_\_\_\_  
Inside Delivery?  No  Yes  
Send Shipment Notification to \_\_\_\_\_  
dealer email address

## AUTHORIZED SIGNATURE (required)

\_\_\_\_\_