



Howard Press Procedures and Hints for Customer Supplied Files

When sending files, please include a set of same sized, single sided, composite lasers. A folding or binding dummy is also helpful. When sending files electronically, (via email or FTP) it is a good practice to send a PDF file of the job if lasers and dummies cannot be sent. Set all book work as Reader's Spreads.

PDF

We support a PDF workflow. Use PDF/X1a compliant files for best results.

When sending PDFs:

- All fonts & graphics must be embedded.
- Bicubic downsample graphics to 300 dpi with "Automatic (JPEG)" Compression and Maximum Image Quality (Monochrome Images should be Bicubic downsampled to 1500 dpi with CCITT Group 4 compression).
- Working Spaces should be the following:
 - Gray - Gray Gamma 2.2,
 - RGB - Adobe (1998) please do not use sRGB settings.
 - CMYK - U.S. Web Coated (SWOP) v2.
- Set bleeds to print (bleeds should extend at least 1/8").
- Preflight PDF before sending it to us.

While a properly prepared PDF file is preferred, if changes are needed to be made to the job by us, native files would work best.

Native Applications

We support the following native desktop publishing applications for page layout:

- QuarkXpress
- Adobe InDesign
- Adobe Illustrator

We also support, although we don't recommend, the following applications for page layout:

- Microsoft Publisher
- Microsoft Word
- Microsoft Powerpoint
- Microsoft Excel

When sending native files:

- Always include all fonts and graphics including signature files.
- Extend all bleeds to at least 1/8".
- Use vector-based files (EPS files created in Illustrator, Freehand or Corel Draw) for logos.
- Set pages to actual size. Do not draw your own crops on a larger page.
- Include clipping path in Photoshop for images that are silhouetted.
- Do not rename spot colors unless they are truly customized.
- Do not bold or italicize font in the application font menu. Use the bold or italic version of the font.
- Avoid the use of JPEGs. (JPEG files are optimized for Web and screen use but do not reproduce well in print).
- Do not create Spot-to-CMYK blends. (you may see them on your screen, but they cannot be reproduced).
- Avoid using "freebie" fonts that often found on the Web. Many of these cannot be embedded.

Scans and Photos

- Scan and/or save photos to TIFF or EPS files.
- Use 350 dpi when placing at 100%. Enlargements require higher dpi settings.
(The general rule of thumb is 2 pixels per halftone dot - 300 dpi image for 150 lpi output).
- Make monotone EPS files for photos that are to be printed as a spot colors.
- Saving final color corrected file to CMYK workspace will give best results.