

To Our Valued Clients:

Here are some guidelines and tips that will help you when uploading your digital computer files. We recognize that a properly prepared computer file will result in improved throughput of your project, avoidance of additional charges, and satisfying final results. Our service experts have many years experience operating digital equipment. We can handle your computer-generated files in the most efficient manner possible and we can scan, trap, and output to high-resolution film with the best possible quality available today.

Our goal is to become a “partner” with you, to provide digital services and solutions to make your publishing successes happen. To help us establish this goal, we have detailed some procedures that will benefit your project and ensure a smooth transition from disk to final printed piece. Our guidelines should help you make informed decisions about specific issues of your layouts, such as color, trapping, scanning resolution and page setup.

Please call us with your questions. We’re here to help.

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**Check our website for more info:
www.riversideprints.com**

File & Image -

Introduction

When we receive all the components of your project—disk, paper proofs and related items such as transparencies, or reflective art—we immediately review your job. We preflight your file and review your project before it enters the output workflow. This allows us to check for various areas that are crucial in processing your job. Identifying and isolating problems at this stage will prevent costly time delays later in the process of printing your files.

This guide will describe the things we check for to make sure your output can get done quickly and easily. By reading this guide and following its suggestions, you can avoid the dreaded late phone call from us, asking you to send us fonts or images or supply crucial information that should have been included with the job in the first place.

If anything in your file requires a chargeable alteration, we will evaluate the change, estimate the cost to make this change and communicate this to you before we proceed.

TIP: QuarkXPress has a feature built into the application that allows you to “Collect for Output”. This handy tool (under the File pull-down menu) creates a text file that catalogs all of the components in your document. It will also allow you to create a folder on the transportation disk, and “collect” all the necessary files into it.

Our Work Order

This form may accompany any files you are sending to us.

And to expedite your project, we request you fax the work order when sending your files via e-mail or to our FTP. It provides us with the information to process your files correctly, and covers all of our services. Use one column for each of your files, and fill out all the information that applies. If this form is not properly filled out, delays and errors are possible. Please take the time to fill out this much-needed form completely. It is printed as a two-part carbonless form allowing you to keep one copy for your records. A sample of this form is shown at right; on the next page are instructions for filling it out. We can fax you a copy if you don't have a supply.



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Middletown, NJ 07748
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www.riversideprints.com
email: work@riversideprints.com

PLEASE DO NOT DUPLICATE NUMBERED WORK ORDER

Client _____ Ship by Riverside Delivery U.S. Mail Other
 Address _____ UPS/FedEX Third Party Recipient (Important)
 Acct. # _____
 Contact _____ Ship to _____
 Phone # _____ Cell # _____ Address _____
 P.O. No. _____ Fax # _____
 Attn: _____ Phone # _____
 Do not ship. Please call when ready. I will pick up.
 NORMAL - 24 hours SUPER RUSH - while you wait, add 50% Job stored

* PLEASE COMPLETE - ONE BOX PER FILE FOR OUTPUT/PRINTING *

FILM OUTPUT		COLOR OUTPUT	
File Name _____ Type _____ Platform <input type="checkbox"/> Mac <input type="checkbox"/> Windows <input type="checkbox"/> Positive <input type="checkbox"/> Negative Emulsion <input type="checkbox"/> Up <input type="checkbox"/> Down Separations: <input type="checkbox"/> Process - Check all that apply: <input type="checkbox"/> C <input type="checkbox"/> M <input type="checkbox"/> Y <input type="checkbox"/> K Spot seps (List) _____ Resolution: <input type="checkbox"/> 2400 dpi (standard) <input type="checkbox"/> 1200 dpi <input type="checkbox"/> 3048 dpi <input type="checkbox"/> Line Screen _____ (lpi) <input type="checkbox"/> Crop Marks _____ <input type="checkbox"/> Reduce/Enlarge _____ % Document Size: <input type="checkbox"/> 8.5x11 <input type="checkbox"/> 8.5x14 <input type="checkbox"/> 11x17 <input type="checkbox"/> Other _____ Page Range <input type="checkbox"/> All <input type="checkbox"/> Only Pages _____ <input type="checkbox"/> No. of extra copies _____ Total pieces expected _____ Notes _____	File Name _____ Type _____ Platform <input type="checkbox"/> Mac <input type="checkbox"/> Windows <input type="checkbox"/> Positive <input type="checkbox"/> Negative Emulsion <input type="checkbox"/> Up <input type="checkbox"/> Down Separations: <input type="checkbox"/> Process - Check all that apply: <input type="checkbox"/> C <input type="checkbox"/> M <input type="checkbox"/> Y <input type="checkbox"/> K Spot seps (List) _____ Resolution: <input type="checkbox"/> 2400 dpi (standard) <input type="checkbox"/> 1200 dpi <input type="checkbox"/> 3048 dpi <input type="checkbox"/> Line Screen _____ (lpi) <input type="checkbox"/> Crop Marks _____ <input type="checkbox"/> Reduce/Enlarge _____ % Document Size: <input type="checkbox"/> 8.5x11 <input type="checkbox"/> 8.5x14 <input type="checkbox"/> 11x17 <input type="checkbox"/> Other _____ Page Range <input type="checkbox"/> All <input type="checkbox"/> Only Pages _____ <input type="checkbox"/> No. of extra copies _____ Total pieces expected _____ Notes _____	File Name _____ Type _____ Platform <input type="checkbox"/> Mac <input type="checkbox"/> Windows Poster <input type="checkbox"/> Color <input type="checkbox"/> B&W <input type="checkbox"/> Size _____ <input type="checkbox"/> Glossy <input type="checkbox"/> Satin <input type="checkbox"/> Canvas <input type="checkbox"/> Matte <input type="checkbox"/> Other _____ FINISHING: <input type="checkbox"/> Foamcore <input type="checkbox"/> Gatorboard <input type="checkbox"/> Sintra Thickness _____ <input type="checkbox"/> Plus Front-Only Lamination <input type="checkbox"/> Encapsulate <input type="checkbox"/> White Back "FIERY" DIGITAL PRINT OUTPUT <input type="checkbox"/> 8.5x11 <input type="checkbox"/> 8.5x14 <input type="checkbox"/> 11x17 <input type="checkbox"/> 12x18 <input type="checkbox"/> 13x19 <input type="checkbox"/> Plain <input type="checkbox"/> Glossy <input type="checkbox"/> Cover stock <input type="checkbox"/> Crack'n'Peel <input type="checkbox"/> Transfers <input type="checkbox"/> _____ Page Range _____ <input type="checkbox"/> No. of extra copies _____ Total pcs. expected _____ Scans: Orig. Size _____ DPI Final scan size = _____	File Name _____ Type _____ Platform <input type="checkbox"/> Mac <input type="checkbox"/> Windows Poster <input type="checkbox"/> Color <input type="checkbox"/> B&W <input type="checkbox"/> Size _____ <input type="checkbox"/> Glossy <input type="checkbox"/> Satin <input type="checkbox"/> Canvas <input type="checkbox"/> Matte <input type="checkbox"/> Other _____ FINISHING: <input type="checkbox"/> Foamcore <input type="checkbox"/> Gatorboard <input type="checkbox"/> Sintra Thickness _____ <input type="checkbox"/> Plus Front-Only Lamination <input type="checkbox"/> Encapsulate <input type="checkbox"/> White Back "FIERY" DIGITAL PRINT OUTPUT <input type="checkbox"/> 8.5x11 <input type="checkbox"/> 8.5x14 <input type="checkbox"/> 11x17 <input type="checkbox"/> 12x18 <input type="checkbox"/> 13x19 <input type="checkbox"/> Plain <input type="checkbox"/> Glossy <input type="checkbox"/> Cover stock <input type="checkbox"/> Crack'n'Peel <input type="checkbox"/> Transfers <input type="checkbox"/> _____ Page Range _____ <input type="checkbox"/> No. of extra copies _____ Total pcs. expected _____ Scans: Orig. Size _____ DPI Final scan size = _____

Special Instructions: _____

PLEASE NOTE: 1. When possible, furnish a laser print-out along with all text and/or graphic files. If color separations, please print separated laser proofs. 2. When sending us your original application files, always collect fonts and images. When making PDFs for output, choose "PRESS high quality/high resolution" in PDF Style. With Adobe applications, convert your fonts to outlines, unless you need us to make type edits. 3. Riverside Prints is NOT responsible for any errors resident in files submitted for output. All files are output as received unless you specifically request special handling. Incorrect information may delay completion of your job. 4. Any requested changes to your files, after submission for output are subject to our regular hourly rates, with a minimum charge of \$15.

FOR OFFICE USE ONLY - DO NOT WRITE BELOW THIS LINE

Date: _____ Time: _____ <input type="checkbox"/> Email <input type="checkbox"/> Mail <input type="checkbox"/> Dropped Off <input type="checkbox"/> Picked Up <input type="checkbox"/> Other _____ Output info: _____	Date out: _____ <input type="checkbox"/> Delivered <input type="checkbox"/> Other _____ <input type="checkbox"/> _____ <input type="checkbox"/> Client <input type="checkbox"/> Riverside <input type="checkbox"/> Client pickup <input type="checkbox"/> Mail <input type="checkbox"/> Other _____	Invoice Information Subtotal _____ Credit Inv. # _____ Tax _____ Amount _____ Total _____ New Balance _____ Invoice # _____ Reason _____ Date _____ Date _____
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Work order instructions

• **Contact/Phone (1)**—Who should we call if we have questions about your files? Please include day and night phone numbers.

• **Rush service (2)**—Please mark if you need work done while-you-wait (SuperRush). Appropriate charges apply.

• **File Names (3)**—Please write down the file name **exactly** as it is on the disk. Also write down the program and version that created the file. If the job has many files, please print a "Print Directory" from the file menu, and highlight the correct files on the printed directory.

• **Type of output (4)**

• **Film (5)** refers to film separation output from our imagesetter. **Positive/negative (6)**, **resolution (7)** and **linescreen (8)** all are necessary information for imagesetter output. The sections for **color proof outputs (9)** are below the **page size (10)** and **number of pages (11)** sections. You need to mark page size and number of pages for every job.

• **Special instructions (12)**—EPS, TIFF, any other placed graphic files? List them here. Be sure to include the most recent version of the EPS or TIFF files.

• **Font Names (13)**—If we don't have the fonts, we can't do the output.

• **Scans**—required for your project should be itemized in the special instructions section. If we do your scans, we can provide you with low-res files for placement and then substitute high-res when you return your files to us. Please provide laser prints showing crop and position if possible.

• **Be sure to send**—A most important item is the hard copy proof that you provide us. This tells us exactly what is on the file, and exactly what your job looks like, including what your type looks like and what scale and rotation to use for your photos. Without a proof, we cannot guarantee the accuracy of your output. To avoid costly delays, please provide these proofs when you send in your project. . .

If you have any questions, please call us!



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PLEASE DO NOT DUPLICATE NUMBERED WORK SHEETS

Client _____ Ship by Riverside Delivery U.S. Mail Other
 UPS/FedEx Third Party Recipient (Important)
 Address _____ Acct # _____
 Ship to _____
 Phone # _____ Address _____
 P.O. No. _____ Fax # _____
 Attn: _____ Phone # _____
 Do not ship. Please call when ready. I will pick up.

2 NORMAL - 24 hours SUPER RUSH - while you wait, add 50% Job stored

• PLEASE COMPLETE - ONE BOX PER FILE FOR OUTPUT/PRINTING •

FILM OUTPUT		COLOR OUTPUT	
3 File Name _____ Type _____ Platform <input type="checkbox"/> Mac <input type="checkbox"/> Windows 6 <input type="checkbox"/> Positive <input type="checkbox"/> Negative Emulsion <input type="checkbox"/> Up <input type="checkbox"/> Down Separations: <input type="checkbox"/> Process - Check all that apply: <input type="checkbox"/> C <input type="checkbox"/> M <input type="checkbox"/> Y <input type="checkbox"/> K Spot seps (List) _____ 7 Resolution: <input type="checkbox"/> 2400 dpi (standard) <input type="checkbox"/> 1200 dpi <input type="checkbox"/> 3048 dpi 8 Line Screen (lpi) _____ <input type="checkbox"/> Crop Marks <input type="checkbox"/> Reduce/Enlarge _____ % Document Size: <input type="checkbox"/> 8.5x11 <input type="checkbox"/> 8.5x14 <input type="checkbox"/> 11x17 <input type="checkbox"/> Other _____ Page Range <input type="checkbox"/> All <input type="checkbox"/> Only Pages _____ <input checked="" type="checkbox"/> No. of extra copies _____ Total pieces expected _____ Notes _____ 11 _____ 13 _____	File Name _____ Type _____ Platform <input type="checkbox"/> Mac <input type="checkbox"/> Windows 6 <input type="checkbox"/> Positive <input type="checkbox"/> Negative Emulsion <input type="checkbox"/> Up <input type="checkbox"/> Down Separations: <input type="checkbox"/> Process - Check all that apply: <input type="checkbox"/> C <input type="checkbox"/> M <input type="checkbox"/> Y <input type="checkbox"/> K Spot seps (List) _____ Resolution: <input type="checkbox"/> 2400 dpi (standard) <input type="checkbox"/> 1200 dpi <input type="checkbox"/> 3048 dpi <input type="checkbox"/> Line Screen _____ <input type="checkbox"/> Crop Marks <input type="checkbox"/> Reduce/Enlarge _____ % Document Size: <input type="checkbox"/> 8.5x11 <input type="checkbox"/> 8.5x14 <input type="checkbox"/> 11x17 <input type="checkbox"/> Other _____ Page Range <input type="checkbox"/> All <input type="checkbox"/> Only Pages _____ <input type="checkbox"/> No. of extra copies _____ Total pieces expected _____ Notes _____	File Name _____ Type _____ Platform <input type="checkbox"/> Mac <input type="checkbox"/> Windows 6 <input type="checkbox"/> Positive <input type="checkbox"/> Negative Emulsion <input type="checkbox"/> Up <input type="checkbox"/> Down Separations: <input type="checkbox"/> Process - Check all that apply: <input type="checkbox"/> C <input type="checkbox"/> M <input type="checkbox"/> Y <input type="checkbox"/> K Spot seps (List) _____ Resolution: <input type="checkbox"/> 2400 dpi (standard) <input type="checkbox"/> 1200 dpi <input type="checkbox"/> 3048 dpi <input type="checkbox"/> Line Screen _____ <input type="checkbox"/> Crop Marks <input type="checkbox"/> Reduce/Enlarge _____ % Document Size: <input type="checkbox"/> 8.5x11 <input type="checkbox"/> 8.5x14 <input type="checkbox"/> 11x17 <input type="checkbox"/> Other _____ Page Range <input type="checkbox"/> All <input type="checkbox"/> Only Pages _____ <input type="checkbox"/> No. of extra copies _____ Total pieces expected _____ Notes _____ 9 FINISHING: <input type="checkbox"/> Foamscore <input type="checkbox"/> Gatorboard <input type="checkbox"/> Sintra Thickness <input type="checkbox"/> Plus Front-Only Lamination <input type="checkbox"/> Encapsulate <input type="checkbox"/> White Back 9 "FIERY" DIGITAL PRINT OUTPUT <input type="checkbox"/> 8.5x11 <input type="checkbox"/> 8.5x14 <input type="checkbox"/> 11x17 <input type="checkbox"/> 12x18 <input type="checkbox"/> 13x19 <input type="checkbox"/> Plain <input type="checkbox"/> Glossy <input type="checkbox"/> Cover stock <input type="checkbox"/> Crack'n'Peel <input type="checkbox"/> Transfers Page Range _____ <input type="checkbox"/> No. of extra copies _____ Total pcs. expected _____ Scans: Orig. 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12 _____

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Date: _____ Time: _____ <input type="checkbox"/> Email <input type="checkbox"/> Mail <input type="checkbox"/> Picked Up <input type="checkbox"/> Other _____ Output info: _____ _____ _____	Date out: _____ <input type="checkbox"/> Delivered <input type="checkbox"/> Other _____ <input type="checkbox"/> Client pickup <input type="checkbox"/> Mail <input type="checkbox"/> Other _____	Invoice Information Subtotal: _____ Credit Inv. # _____ Tax: _____ Amount: _____ Total: _____ New Balance: _____ Invoice # _____ Reason: _____ Date: _____ Date: _____
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Software Compatibility

We support the following Macintosh and Windows-based software:

Mac

QuarkXPress 7.5, 8
Adobe InDesign CS5
Adobe Illustrator CS5
Adobe Photoshop CS5
Adobe Acrobat 9.3
Microsoft Office 2008

Windows-PC

CorelDraw 12
QuarkXPress 7.5
Adobe Photoshop CS3
Adobe Illustrator CS3
Adobe Acrobat 9
Microsoft Office 2008
Microsoft Publisher 2007

We have most of the generally accepted graphics programs used today, and are always upgrading as upgrades are released. If you have a project prepared in a software program not mentioned here, we can output your file through the use of PostScript, generated in most programs from the print menu. Or, you can create PDF, using setting for PRESS. Please call us for more information.

Make sure you indicate software version. It is possible that we may no longer have the version of software you are using. Call before sending your files.

Transmitting your files to us

You can e-mail your files to us at **work@riversideprints.com**. Or you can transmit to our FTP through our website: www.riversideprints.com. Place all the files you send us in a folder, compress the file with compression software like Stuffit or Zip and send the compressed file, in order to save time.

File preparation guidelines

Naming Files

Limit your file names to as few characters as possible. File names can become complex and cumbersome when they are translated to any workstation. If possible, limit your file names to nine characters. Do not use special punctuation like quotation marks (“), apostrophes (’), or bullets (•). You can use suffix indicators such as .tif, .eps, but remember to use lower case, and keep the number of letters at three.

Send only the files necessary to output your job.

Unrelated files take up time and disk space. When we copy your files to our drives, we usually have no idea at that point which documents we need to image your file. Please take the time to remove unnecessary files from the disk you send us or put the files that are of concern to us in a folder named “For Riverside.”

Laser proofs

We highly recommend including printed proofs of all your outputs with your job, and that the proofs match the files on your disk. We can’t guarantee your output will resemble your files without them. Are laser proofs 100% in size? If lasers are not printed out at 100%, please indicate the percentage of reduction on the laser print. Are the provided laser copies the latest and final version? Often submitted lasers are not the final version which can cause confusion about the full project. It’s a good idea to print the proof from the version on your transfer disk. Additional phone calls and interruptions may be required due to a lack of information, delaying the output and possibly increasing the cost.

Using compression software to get all the files on your disk

Avoid compressing and “segmenting” files if possible. This practice can sometimes result in a corrupt file, or a particular segment can fail to decompress.

Please include your fonts

Please supply us with copies of the fonts you used. We’ll use them only to output your job. (*See page 9 for more information on fonts.*)

File preparation guidelines – continued

Make sure any FPO (for position only) images are marked as such on your proofs.

If you have an FPO linked into your document, please mark the image as FPO only. If we are to scan the high-res image for you, please circle images on your lasers that will be replaced by high-res versions. If you have placed a low-res image and want us to relink to a high-res version you have also provided, please note this on your lasers.

Remember to list all colors used

Indicate the number of colors that are actually needed with laser separations. And make sure to convert all non-spot colors to process. By creating laser separations of your document, you can double-check yourself and make it clear to us what color breaks are needed and avoid costly extra film charges. These lasers can be reduced and should have crops and registration marks on them to indicate actual print area. List actual color names, such as PMS 495, not “red”. *(Please see page 11 for more information).*

Bleeds and keylines

Remember to build 1/8" bleeds where necessary, and let us know, on your work order, when there are bleeds. Do you have keylines indicated as printing or **not** printing? If your lasers have keylines that do not actually print, either remove them from the actual file, or mark your proofs to instruct us to delete them before printing to film.

Spreads

Do any elements spread across two or more pages? Any element that extends onto two or more pages is commonly referred to as a “spread” or “crossover.” If you have a multi-page document, and want several items to spread onto facing pages, it is advisable that you build them as single facing pages to create “reader spreads.” It is not necessary to build them as oversized landscape pages. Crossovers on all but the center spread of a multiple page document will be split apart in the final imposition of the job. If your layout is a simple four-page, tabloid spread, two 8½x11 pages inside and outside, we recommend you build them as facing 8½x11 pages for a total of four single pages.

Folding

How do you adjust your layout for the type of fold and bind? Making allowances for the final folded piece can sometimes get complicated, especially when producing publications of 30 or more pages. Depending on the type and weight of the paper you have selected and the total number of pages, it may be necessary for you to adjust some of your pages to ensure that page elements are not lost in the center bind, or elements cut off on the bleed edges.

Fonts & Text Components

Font usage is one of the most common areas where problems show up with output. Proper font usage ensures the job goes smoothly.

You need to send all the fonts you used with your output job.

Although we have an extensive font library, it is impossible to have every font that's been created. The fonts you send us will only be used on your project and will not be maintained on our computers. Please ask us if we have a particular font in our library.

Do you have fonts in your EPS files?

It's easy to overlook the fonts contained in EPS files. Failing to list EPS fonts can cause problems at film output time. If you do not note the name of these fonts or do not provide them on your disk, these font characters may default to Courier at film output. We suggest if fonts need to be present in your EPS file, you convert them to outline characters whenever possible. The letter characters then become a graphic element and do not require the font to be downloaded to the output device.

Have you stylized any fonts?

Many software programs allow you the option of highlighting a word and applying italics, bold, outline or shadow to the type characters. This feature was meant to be used for laser printers only and generally causes problems at film output. If you "bold" an already bold font to get a "heavy" appearance, it will probably default to the plain bold font. Select the actual font instead.

Do not rename or renumber fonts.

When you rename your fonts we often get font conflicts as a result. The manufacturer of your fonts has given each font a particular name and it also has a PostScript number assigned to it. When you rename or renumber fonts, they may conflict with one or more of our installed fonts.

Graphic Components

Are all linked graphic files included?

We need to have all TIFF or EPS graphic files you have placed in your document. And remember to send any images that are embedded in your EPS files. If there is something wrong, our technicians can then open the native files and make corrections without wasting valuable time waiting for a new file.

Don't rotate or size images in your page layout program.

Even though QuarkXPress allows you to resize or rotate images within the application, we recommend sizing and rotating images in the original program, then importing them. Resized or rotated images causes an increase in time to image the film, or in some cases, causes the file to "crash." Please rotate images in their native application. If they are line-art bitmaps, it may be necessary to rotate them in Photoshop, or have the images rescanned to the right rotation.

Tip: Special advice on QuarkXPress documents containing TIFFS: Please select the picture box and fill it with a color 0%, EX: Black 0%. If you fill it with NONE, the images in the QuarkXPress window will display a jagged edge and also print very rough.

Are line-art, grayscale and 4/C files scanned at the appropriate resolution? A word about your scanner:

1. A flatbed scanner is a series of CCDs (charge coupled device) mounted in a stationary row that light reflected from a piece of flat art is allowed to pass over. These CCDs register presence or absence of light (ON/OFF) thus producing a pixel electronically.
2. That being the case, resolution or the number of pixels written based on what is reflected is controlled two ways. The number of pixels horizontally is controlled by how closely the CCDs are placed next to each other along the single row. Therefore, the more CCDs and the smaller the steps of the advancing light bar the greater the resolution. The highest resolution flat bed scanning system currently is physically limited to 600 spots (pixels) per linear inch. The physical limit is 600 spi. There currently is a real physical limit as to how many CCD ICs can be placed side by side in one inch.
3. This 600dpi physical limitation has been breached by what is known as interpolation. Interpolation is a software/firmware process whereby the scanner essentially samples two pixels and averages (often times using more complex formulas) the two pixels together to form an extra pixel (or more) in the middle. Better scanners now do this in hardware, but some still rely on their scanning software to do it (often uninvolving the user). But nevertheless, this higher resolution is only psuedo-data. That is, it is data being created by averaging and not by actually sampling it from the original art.
4. Another interesting development is the manufacturers that are indicating their resolutions in non-uniform terms. This measurement reflects how much data the scanner can acquire in a square inch, or X x Y. Scanners that have non-uniform resolutions don't actually give you the ability to acquire image data at this non-uniform resolution, they instead interpolate one dimension. At 600x600 they interpolate the 1200dpi dimension down to 600dpi.

5. Greyscale scanners are scanners with CCDs that can differentiate between levels of light falling on them, rather than just being on or off.
6. Color scanners are nothing more than grey scale scanners that have filtration (most commonly Red, Green, and Blue) and make multiple passes to generate 256 levels of each RGB component. The software then recombines the three passes to create full color. Higher quality scanners perform all three scans in one pass at the same time to preserve registration.
7. Imagesetters are unable to produce continuous tones. That is they are unable to make a pixel different shades of grey like the scanner sees them. Instead they use a very complicated screening pattern to simulate shades of grey to the naked eye. At higher magnifications you can easily see that a photo is not really a photo, but is a series of variable size dots. This is called halftoning. Halftoning, therefore, isn't using all of the pixels to create the dot patterned image. In most cases it's using only half or less of a high resolution scan's original data.
8. So the question becomes why scan so high if the data won't be used. There is a formula for this of course. It is, scan at 1.5 times the lines per inch (LPI) of the final output device. Therefore if you are outputting to a 2400dpi imagesetter at 150 LPI then the normal maximum resolution you need to scan at is only 225dpi. So if the uninformed user scanned his photo at 600dpi thinking he needed that high res capability because he was going out to a high res imagesetter, he would be sending over 9 times too much data to the imagesetter. This would result in a very long RIP time and possible crash of the RIP.
9. Line art scans (black and white) could, of course, be a good candidate for the high resolution scanner, but more likely if you plan to use a piece of line art you can scan a large original and reduce it. Or better yet, autotrace it into your favorite illustration program and forget having to work with large, slow bitmaps. Adobe Illustrator has a great feature called Live Trace. It will convert a good bitmap to vector art.

Magnifying a photo scanned at 300 DPI by three times will drop the effective DPI to 100. Posters, however, have somewhat lower requirements. For posters, we recommend optimal resolution of 150 DPI. Higher resolution may cause long delays in printing your files. Images should not be scanned at lower resolutions and re-interpolated to a higher resolution. They can become softer and take on a "blurred" look when this is done. This is multiplying dots, not detail. Please consult with us on the proper line screen to be used with the job.

Have you embedded EPS files within EPS files?

This occurs when you have created an EPS file and then "place" other EPS files in your "master" EPS file. We discourage embedding files in page-layout programs. The process of embedding files within files causes longer processing times, and possible extra color plates to print out (spot colors designated instead of process) or additional spot colors with slightly different names. Both Freehand and Illustrator allow you to copy and paste elements you want to use in your graphic illustration file from other files.

Are colors defined correctly?

Use Pantone, CMYK, or Hexachrome colors only. Never use RGB, HSB or any other non-trade standard color models. If you are building your layout to have special overprinting colors, please indicate on your lasers and the work order form what elements you want set to overprint.

TIP: Adobe Photoshop doesn't support spot colors, so if you're planning a two- or three-spot color job, don't count on multicolor Photoshop files to fit into your plans. If you use a Pantone or other spot color in a Photoshop file, it will break down into either RGB or CMYK, depending on the mode of the file. There are three methods to get a spot color to work in Photoshop. The first is to create a new channel in the Channels palette. The second method is to use the CMYK channels as spot color channels. And the last method is to import a grayscale or bitmap TIFF into a page layout document and color it with that application's color palette.

Trapping

Does the job require trapping? If your job requires trapping, we encourage you to let us perform the trapping for you. Trapping your own files can present many difficulties if it is not done properly, and can result in additional charges. Make sure you clearly indicate that you want Riverside to create the traps in your file. If you have created trap in your file, it is very important that you let us know. You should call our technical staff to advise you on a job-by-job basis, since trap values change depending on the kind of printing being done. Type of paper, ink coverage and printing press size can all effect the amount of trap required.

Do EPS files have trap built into them?

If you have trapped EPS files and then enlarged or reduced them in your layout file, you will be altering the trap size as well. Build your EPS files to the actual size you're going to use them in your page layout program.

TIP: When you build your document, try to place objects with similar CMYK composite colors next to each other. Trapping is necessary when, for example, an object with a lot of cyan is placed next to one with a lot of magenta. By selecting common CMYK values in colors that touch, you can eliminate many trapping problems. A good rule to follow: make sure 20% or more CMYK color values exist in your adjacent colors.

Bleeds

Are bleeds built into the file? Any element that extends to the final trim edge needs bleed extended to 0.125" (1/8") or 9 points beyond the page margin. Remember, images created in Photoshop or drawing programs such as Freehand or Illustrator should have adequate image area to bleed properly off the page. If you did not build the page at actual size and require Riverside to output the page at a reduced size, it is entirely possible that there will no longer be enough bleed for bindery cutting.

Graphic components and color

Make sure your colors will be what you expect.

If you provide high resolution scans with your file, Riverside Prints will assume you have approved color prior to our outputting the file. If this is not so, and you would like to see what your high resolution color scans actually look like, let us know and we will output color proofs for your review at additional charge.

Convert scanned images from RGB to CMYK.

Remember that this conversion can radically affect the overall color of your images. If you have an FPO image in your layout and want us to link it to the high resolution image on your disk, please indicate this on your lasers and the work order.

Differences in color monitors versus printed colors discussed?

Each hardware element involved in the digital prepress process is capable of displaying color differently. How you view color on your monitor may inaccurately represent the actual color that is output to film and what ultimately translates into ink on paper. Remember, you are seeing an RGB rendering of a Pantone or other manufacturer's color. Pick your colors from printed swatch books, not from swatches represented on your monitor. We have Pantone color charts generated by our digital print system, and is available to you at no charge—just ask.

Converting colors to CMYK

Colors being converted from spot color separations to process color separations can change radically in how they actually print on paper. As an added measure for process color selection, create a document in the software you are generating your final file in, then lay out color swatches. Underneath the color swatches, list the color callout percentages of the CMYK values used to make the colors. Send your file to Riverside and request a digital color proof be made. This will tell you exactly what your colors are going to look like. Use this to get final approval from your customer and then generate all of your files with these approved colors.

Are you using SPOT and CMYK colors in your file?

Please let us know what colors are to be generated as spot and what colors will be 4/C process. Many times we get a disk without information about the actual colors to output. The customer's color palette could contain several colors with only two printing as CMYK, but are not defined as process. Be sure to delete any unused colors from your palette, and make sure all colors are defined correctly, either SPOT or PROCESS. Please provide color-separated laser prints; this will help you see if the file has been prepared correctly.

Creating Graduated Tints and Blends

The use of vignettes, blends, or graduated tints can cause several problems with your file. Many times the transition from one color tint to the next can cause banding. This is usually because the percentage change in tint value is too great for the narrow distance the vignette is to span. Banding can also be caused by too little of a percentage change in the tint value for a wider distance than the vignette is to span. Sounds confusing, doesn't it?

The best blends

The best way to create blends and gradients is with the blend tool in Adobe Photoshop. A simpler way to create perfect color transitions is to discuss your special vignette effects with our technical staff; we may advise you to call out the effect you want on your proofs and we will build the effect on our system to your specifications. The color vignette transitions we can create are smoother in appearance. Never specify a color to make a transition to 0% or white. The screen graduation can start to “fall off” somewhere in the 1-3% dot range on the printing plate and will result in a sharp edge appearance in the final printed piece.

Preparing your artwork for scanning

Communicate clearly your color expectations.

If your photos or reflectives have areas that you recognize need improvement, we can manipulate those areas to attain the results you want. Let your representative know if there are areas that need to be color improved, or if you've detected dirt or debris on the surface that needs to be digitally removed.

Are images to be scaled disproportionately?

Many times customers desire a special effect with the images they are using by scaling them unequally in horizontal and vertical dimensions. Please clearly communicate your expectations if this is required. More importantly, provide us with the actual horizontal and vertical scaling percentages.

Do you require high resolution images on disk?

We can provide the high resolution scans on disk for you to manipulate in your editing program. It is advisable that you also order a color proof at this time to insure that you are aware of the exact color of the images before you start to manipulate them. File sizes can get quite large for these scans and suitable disk media is necessary.

Cropping, sizing and rotation of images?

These procedures should be done in the native program of your image. For layout purposes, you can scale, rotate, or size in your layout document. Once you have them the way you desire, go back to the original file and duplicate those procedures to the image. Then update the link, or replace the image. Make sure you remove the characteristics in the page layout document. By doing this, you will keep your file sizes down, and shorten processing time when digital output is generated.

A note on monitors versus output

Monitor display varies from one monitor to the next and unless you have spent a great deal of time and money on the finest calibration software and monitor quality, and installed it in the proper ambience, it is not likely that your CMYK inked output will look the same as your monitor's RGB phosphorous rendition.

Are you providing high resolution images?

If you are providing scans from a source other than Riverside Prints, and have color corrected them or manipulated your own images, it is advisable that you order proofs from our accurate digital print system to see the results of your efforts before proceeding to final prints or imaged film. If you choose not to do this, Riverside will assume that you have proper densities, resolution and have color-corrected the files properly.

Crop your photos before sending the files to us.

When you work with scanned images in your photo editing program, remember to crop out most of the unused portion of the photos as close to the final size as possible, leaving a little extra image to position it and allow for bleeds. This will cut down on the total file size, and allow you to fit more photos on your disk, as well as faster processing and trouble-free output.

Customer supplied original materials for scanning

We can process transparencies, prints, paintings, sketches/drawings, artwork and other materials. If customer-supplied materials do not meet our specifications, or the condition of such materials received by Riverside differs from that originally described by customer for quotation, the price will be subject to reasonable adjustment. Riverside Prints assumes all materials supplied are in a condition known by customer to be suitable for use. In the event there are any defects, excessive debris, or otherwise imperfections found on the materials not indicated above, we will notify you and a decision will be made to determine reasonable additional charges for corrective measures.

EQUIPMENT LIST

PANTHER PRO

A laser diode, ultra high-speed, high quality film recorder for monochrome or color-integrated text and graphics. Adobe CPSI PostScript RIP. Commercial quality film output up to 14" wide. Ten standard resolutions from 900 dpi to 3048 dpi. Escor II screening offers precise control of dot shape and growth, ensuring improved spot geometry and moiré control, and generating smooth tints and fountains throughout the tone scale. Our Panther software allows us to preview 4-color separations as they RIP. The recorder uses capstan technology that excelled in the Seybold Color Shootout with repeatability of $\pm 0.001"$ over 8 separations.

SCANNERS

Context HD3650

- Supports up to 36" documents – thick, thin, folded, wrinkled, old, dirty, new, and various media types
- High speed color/mono
- Highest image quality with CCD cameras, color match lamp, 48-bit color
- Exact color matching for the printer with closed loop calibration and ICC color management support
- Supports wide range of file formats including PDF, JPG, TIFF, DWF

Flatbed scanners available for slides and other image scans.

DIGITAL PRINT SYSTEM

OKIDATA 3641 bookletmaker, banner printer. Print, copy, scan and fax • SendMe™ scanning technology to manipulate and distribute electronic files direct to your computer • High Definition Color printing technology for increased color depth and richer hues • Handles up to 170 lb. (307 gsm) index card stock; prints on sheets up to 12.9" x 47.24" • Duplex (2-sided) printing • "Scan-to" destinations include e-mail addresses and FTP servers • SendMe integrates with most popular Data Management Systems (DMS) and Enterprise Content Management (ECM) • PaperPort® 10 SE for creation of electronic files and images from hard copy originals, and Omni-Page® OCR to create editable text from scanned documents • True 1200 x 1200 dpi print resolution for clear, sharp text and graphics; 600 x 600 dpi scanning resolution • Handles a variety of media up to 4-foot banner-size sheets • Finisher / Stapler / Bookletmaker • VDP (Variable Data Printing)

HP DESIGNJET 5000

Wide format inkjet printing, using dye-based inks for very high quality reproduction, indoor use. 60" wide. Length is limited only by software.

HP DESIGNJET Z6100

Wide format inkjet printing, using pigment-based inks. Offers unlimited color quality reproduction. 60" wide. Length is limited only by software.

SEAL IMAGE 400D LAMINATOR

Finishing your poster prints is the specialty of this device. Capable of cold or thermal mounting and laminating on most anything up to 1 inch thick, heat-activated overlaminating, and hot sealing. Excellent for making your inkjet printouts display-ready.

PC/MAC COMPUTERS

Two of our on-line systems are Macs, including PowerPC and iMac. Two of our systems are PCs running Windows XP and Vista. Color monitors up to 24 inches wide. Mac and PC disks supported include CD, DVD, and USB. Mac and PC fonts supported include Adobe, Bitstream, Corel, TrueType and much more.

RAPID ACCESS PROCESSOR

With automatic temperature control, filtered water and chemical replenishment, our processor keeps your film and RC output consistent from first page to last, whether we output one page or 100.

DENSITOMETER

Our imagesetter is calibrated frequently with our precision TRX-B computerized unit capable of simultaneously operating in both reflection and transmission modes.