

**Prep - Text**

***Electronic Systems and Specifications***

- **Hardware:** Prinerly RIP  
Trendsetter 5067 (resolution 2400) (2)  
Lotem Quantum 850 CTP (resolution 2400)
- **Imposition S/W:** Kodak Preps 5.3  
Macintosh Platform
- **File Format:** PDF/X-1a
- **Applications:** QuarkXpress, Adobe CS
- **Proofing:** Book proof (Bound lasers), loose lasers, ink jet
- **Tolerances:** + or – 1/32" (**File to proof to plate image placement tolerance**)

***Electronic Prepress General Guidelines – Texts***

- All jobs must include a layout, including front and back matter, margins, and representations of ads.
- Head and gutter margins must be specified. If margins are not specified the copy will be centered on the page;
- All non-bleed copy on text pages should be a minimum of 5/16" inside of final trim. Please contact your CSR for Gap pages that cannot bleed
- Bleeds - This term is used to describe a page that prints full up to the trim. When printing a page like this, you must add 3/16" bleed all around. There are also limitations on bleed pages for rack size. Pages next to the gap of the printing cylinder cannot bleed. For specifics please consult your Customer Representative.
- All text page should be set using trim size plus 1/2" canvas, centering all copy –should be built in to the file;
- All jobs must include a file breakdown, including file names, #of pages in each file, and the folios contained in each file. All files must contain any blank pages that belong within that file. All pages of the book must be accounted for. Pages that are to be picked up or scanned and placed into the file at the printer should be replaced with a blank page within the file;
- All files should be single page (not spreads) PDF/X-1a or PDF/X -4. Application files will be accepted; however, additional charges will be added.
- PDF files should be supplied as a single file. If not, extra time is required in assembly and imposition which could result in additional charges.
- When supplying application files, all graphics used and both screen and printer fonts must be provided. All font information must be included: font name and manufacturer, (i.e. Times Roman – Adobe: Times Bold – Adobe). Also include version number. If using fonts other than Adobe or Linotype please notify OPM in advance. Both screen and printer fonts must be provided.
- Halftones should be scanned with as much detail in the mid-tones through 3/4 tones as possible, with a 5% highlight dot and a maximum of 80% shadow dot. If the background is to be dropout white then highlight should be set at 0%. Halftone files should be supplied at 300 DPI.

**Sizes** - OPM produces rack, digest and premium books – trim sizes are as follows:

Rack sizes	Width 3" to 4-3/16",	most common size 4-3/16"
(Trimmed)	Height 6" to 7",	most common size 6-3/4"

Premium sizes	Width 3" to 4-1/4",	most common size 4-3/16"
(Trimmed)	Height 7-1/8" to 7-1/2",	most common size 7-1/2"

Digest sizes	Width 4" to 5-3/16",	most common size 5-3/16"
(Trimmed)	Height 7" to 8-1/2",	most common size 7-5/8"

***Book Bulks - Minimum bulk: 3/16" but 1/4" is recommended***

***Maximum bulk: 2 1/8"***

We have identified the two most common layouts. The image area will vary depending on the size of the book, but in all cases live copy should be 5/16" from final trim and a minimum 3/8" gutter. For 50# stock, we recommend Customers adjust the "live copy" positioning to 3/8" from trim and a 1/2" gutter due to stiffer text stocks. This improves readability.

### ***Text File Requirements***

- Files should be supplied as single page PDF/X-1a documents, canvas trim + 1/2" with crop marks
- A layout should be supplied outlining all front matter, back matter, body text, and any blank pages. See example below:

Pg. 1 – Intro

Pg. 2 – Blank

Pg. 3 – Title

Pg. 4 – C/R

Pg. 5 – Dear Teacher

Pg. 6 – Dedication

Pg. 7 – Dear Reader

Pg. 8 – Blank

Pg. 9 – 350 Body Text

Pg. 351 – A Letter to Our Readers

Pg. 352 – Heartsong AD

Blank Pages within Body Text (42, 108, 214, 292)

Specify Head and gutter Margins such as 7/16" Head, 5/8" gutter- OR -if you want pages centered, simply state "Center on Page".

### ***Halftone***

Halftones are a screen ruling of continuous tone photographs. Photographs supplied to OPM should have crop marks (for positioning of photo in book) and percentage reduction or enlargement required along with a mechanical for position. OPM uses 100 line screen ruling for its text presses and requires 100 line screen Customer supplied halftones; this means there are 100 dots per linear inch. Half tone files should be prepared to and supplied at 300 DPI.

### ***Line Art***

Line art files should be prepared to and supplied at 1200 DPI.

### ***Artwork***

Artwork is an artist's drawing that must be screened in order to print. This requires special handling and is called a combination line and halftone.

### ***Special Halftones***

Special halftones are photographs that require special handling, one of which is silhouetting. This is a process in which a background can be removed from the original. This requires hand work and is charged according to the time and material spent.

### ***Double Truck***

The term is used to describe where an illustration shows a continuation in the gutters of two opposing pages. For a halftone, the original cannot be used and requires duplicating it twice, so when the book is printed it shows the photo with no break between the pages.

**Printed Matter**

The Customer may supply previously printed matter known as a shoot book. This copy should be inspected closely by the Customer. A common problem here is light and dark type and broken letters. Our printing quality can only be as good as the original supplied. If a previously printed book is used we need two copies: one for scanning, one copy for checking final proofs.

**Ad Pages**

The Customer may supply advertising pages for ad make-up that can include halftones or screens. Ads can be supplied as repro or PDF file or EPS .

**Proof Books**

Proof books are a form of prepress proofing. They are used to check the pagination and the placement of the pages to the Customer's specifications. OPM does not require a Customer to see proof books on books that have folios (consecutive page numbers) through the entire book and are scanned at the same size. All other work must have proof books pulled, which must be approved by the Customer before going to press. This avoids costly misunderstandings about page sequence, location of illustrations, etc.

**Prep Color (Cover)**

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**Color Systems & Specifications**

<b>Hardware:</b>	Prinergy RIP's Lotem Quantum 850 CTP (resolution 2400) Trendsetter 5067 (resolution 2400) (2)
<b>Imposition S/W:</b>	Preps Macintosh Platform
<b>Film Format:</b>	If we are building the job or need to make any corrections to the file (s) supplied the following applies: Application files are required, along with all associated graphics and all screen and printer fonts. If you are supplying final, ready to print files then we require the following: <b>PDF/X1a or PDF/X4 files</b>
<b>Applications:</b>	QuarkXPress, Adobe CS
<b>Proofing:</b>	Kodak Approval XP4, Integris (Epson), Iris 43 Wide, Epson 7900
<b>Tolerance:</b>	+ or - 1/32" (File to proof to plate image placement tolerance)

**File Transmission**

Files should be submitted by the following means:

Disk: CD, DVD, etc.

Email: [309@epix.net](mailto:309@epix.net) (for color work)

[prep@epix.net](mailto:prep@epix.net) (for black & white text)

FTP:

Using FETCH, WS\_FTP, or similar TP transmission software:

HOSTNAME: 216.37.217.90

USERNAME: (all caps)

PASSWORD: PREFLIGHT (all caps)

In preparation for cover printing, receives from the Customer one or more of the following items; transparency, reflective art and mechanical (electronic or conventional) from which to create the final cover files for the printing process. A contract color proof will be generated and sent to the Customer for final approval. This proof must then be returned to be used as a color and content guide during the press run. Final Film or printed covers may also be supplied provided the guidelines listed in the following pages are followed. Final film will have to be copy-dot scanned which will result in additional charges.

**Electronic File (Art)**

Artwork can be supplied as an electronic file provided it is supplied as either an Encapsulated Postscript File (EPS) or a TIFF file. A color proof should be supplied with the file. Upon receipt, vendor will create a digital proof and return this proof to the Customer for approval.

**Graphics**

- All graphics should be supplied as separate CMYK, TIFE or EPS Files. Graphics supplied in RGB format will require conversion (separation) to CMYK and an additional charge will be incurred.
- Any graphics files imbedded in or linked to the page layout application file must also be supplied as separate graphics files in their original EPS or TIFF format.

**Specifications for Desktop Cover Files**

- Files must be supplied in a Macintosh format and placed on the OPM FTP Site, e-mailed, sent via file transfer services such as Mass Transit or Wam!Net, or provided on CD, DVD.
- All jobs must include a color laser proof created from final file printed at 100% and must exactly match the text and graphics of the file. Indicate on laser proofs any FPO artwork, die cuts, Foil, Emboss, Touch Plates, and PMS colors or other special information. Marked up PDF files are acceptable for International customers but an QC at OPM will be abbreviated.
- If final ready-to-print files are being supplied, then a color contract proof must be provided.
- When supplying PDFs, embed all fonts, do not subset.
- When supplying page layout files instead of final PDFs, they should be submitted as QuarkX C Press or InDesign files. Other page layout formats may be accepted, but please consult with us before submitting. Include all associated graphic files.
- All graphics should be CMYK. Photoshop color settings for conversion from RGB to CMYK will be provided upon request. See "*Color Conversion/Desktop Separation Recommendations*" below.
- All application files must have crop marks and 3/16" bleed all around. Spines must be the correct size.
- Halftones should be scanned with as much detail in the mid-tones through ¾ tones as possible, with a 5% highlight dot and a maximum of 90% shadow dot. If the background is to be dropout white then highlight should be set to 0%.
- Spot Color: Delete any unused spot colors from page layout color palette.
- Create rich black color for large black area— CMYK=100K + 60C + 40M + 40Y.
- Don't rotate or scale images excessively in page layout programs.
- Don't include unnecessary files on your final output disk.
- Spine type-allow 1/32" from edge of type to cover 1 / 4 book hinge.
- All live copy should be a minimum of ¼" away from final trim;
- Barcodes and small black type should be supplied as 1/color black;
- Files should **not** contain trapping information. OPM will apply trapping information to the files.
- Format pickups should be identified with the title that the element is to be picked up from.
- All revised/corrected files should be named in such a way as to identify the revision/correction. A corrected laser print with the revisions highlighted must accompany the revised file.

**Type for Application Files**

- All font information must be included with every job. This includes font name, manufacturer, (i.e. Times Roman-Adobe: Times Bold – Adobe) and the version number. If using fonts other than Adobe or Linotype, please notify OPM in advance. Both screen and printer fonts must be provided. We strongly recommend against using True Type fonts. Please avoid using Postscript Type 3 and Multiple Master fonts.

- Also avoid using font styling options, use the appropriate font. If a standard Roman typeface needs to be italicized, apply the italic font to it and do not “stylize” it from the menu. In other words, type attributes such as bold or italic must utilize the bold or italic font, **not** the bold or italic style of the plain face of the font.
- Any manufacturer font that has been modified or renamed, or new fonts that have been created, must be supplied with the job, both printer font and screen font.
- Photoshop files containing text layers must be supplied with the screen and printer fonts that were used for those layers. This is particularly critical when the layer is used for spot colors or special effects such as foil, emboss, varnish, etc.
- Convert fonts in EPS files to outline or include both screen and printer fonts. Fonts used in EPS files should have the fonts embedded or converted to outlines.
- All type and flat tints in the application files should have correct color breaks in CMYK.

#### ***Color Conversion/Desktop Separation Recommendations***

If needed, when converting RGB files to CMYK in Photo Shop, we recommend the following setup to facilitate color correction to ensure the final printed result is consistent with quality levels we’ve all come to expect:

- Separation Type: UCR selected (GCR unselected)
- Black Ink Level: 90%
- Max Ink Density: 320%
- High-resolution graphic files should be supplied at a resolution of 120 pixels/centimeter or 304.8 pixels/inch or 300 dpi for non-metric conversions.
- All high-resolution color files must be accompanied by a high-resolution color proof.
- All placed graphics in the application file, whether FPO or HI-RES, must be of exact size, position, and rotation.
- Foil, Emboss, Touch Plates, and PMS colors should be marked on the laser proof.

#### ***Type Knockouts/Overprints***

- All type within metallic or fluorescent PMS panels will knock-out (k/o), same size from PMS and the type will spread .04
- Black type (1C) within standard PMS or process panels will overprint. **Type must be 100% black.**
- Black type (4/C) within standard PMS panels will k/o same size from background and panel will be spread .07
- Black type (4/C) within process panels or separations will be a straight k/o and butt (4C black is actually incorporated into a process panel or separation so that 100K-60C-40M-40Y is not exceeded)
- PMS type within a process or PMS panel will k/o, the lighter color will be spread.07 (OPM will do this)
- Process screened type within a PMS panel will k/o, the lighter color will be spread .07. (OPM will do this)

**Note:** supplied files should **NOT** contain trapping. OPM will apply traps.

#### ***Knockouts in Foil***

- Any rule or letterform knocking out of foil **MUST** be a minimum of 1.5pt

#### ***Printing over Foil***

- Keep in mind that printing over foil greatly diminishes color intensity. OPM will not color correct supplied files for IOF unless instructed to do so.

**Special Effects and Foil & Embossing Specifications - File Preparation**Decoration Files, Foils and Spot UV's

All decorative processes should be built on a separate layer/page and labeled accurately. Foil effects can be supplied on the same page as 4-color art but additional work is required.

**Stamping**

1. Supplied file should be a Positive PDF created from a separate foil layer. This will be used to create a position film for lock up of dies.
2. Note: a negative film is output to create the dies, but a positive is used for the position.
3. All files should have corresponding crop marks that are in position to the printed sheets. If there are multiple stamping layers each layers crop marks must match the printed sheet as well as one another.
4. Each file should be saved as a solid color. No halftones, screens, shadow effects, etc. this can affect the integrity of the stamping edge.

Note: If a text layer is not created, you must create a vector path. Before saving this path you must first make sure your Image Adjust levels are brought up. This should clean up any noise or irregularity to your edges.

5. The resolution of the files should be at 1200ppi and no lower than 600ppi. The optimal file should be vectorized to get the best result. An incorrect file can result in jagged edges or the inability to create the die.

Note: If the file is created lower then 600ppi you cannot just increase the resolution to clear up the image. The original must be designed within the 1200ppi-600ppi range.

**Embossing**

1. Supplied file should be a Positive PDF created from a separate emboss layer. This will be used to create a position film for lock up of dies. If there are multiple levels or multiple styles used separate layer for these files are required. \*\*All type needs to be provided in a file regardless of embossing style (dome, chisel, sculpture, deboss, etc).

Note: a positive film is output to create the dies, and is used for the position.

2. All files should have corresponding crop marks that are in position to the printed sheets. If there are multiple embossing layers each layers crop marks must match the printed sheet as well as one another.
3. All files that require sculpture embossing must have a match print supplied. This has to match the printed sheet for size and position to obtain the optimal fit.
4. Each file should be saved as a solid color or spot color equivalent. . No halftones, screens, shadow effects, etc. this can affect the integrity of the stamping edge.

Note: If text layer is not created, you must create a vector path. Before saving this path you must first make sure your Image Adjust levels are brought up. This should clean up any noise or irregularity to your edges.

The resolution of the files should be at 1200ppi and no lower than 600ppi. The optimal file should be vectorized to get the best result. An incorrect file can result in jagged edges or the inability to create the die. If the file for the embossing is built correctly and these guidelines are followed, the die will be of high quality and will match file.

Note: If the file is created lower then 600ppi you cannot just increase the resolution to clear up the image. The original must be designed within the 1200ppi-600ppi range.

\*\*\*\* REGARDLESS WHAT STYLE DIE IS BEING MADE, IF TYPE NEEDS TO BE CREATED OR SYSTEM TIME IS NEEDED A PER HOUR RATE WILL APPLY. \*\*\*\*\*

**Acceptable Files:** Original Vector-Based artwork will always produce the best results. These would have to be extracted from the original file or created in a Vector-Based software. Raster images can also be an acceptable format in which to manufacture dies, taking into consideration ppi. A ppi of 400 or below will produce undesirable results. Preferably a ppi of 600 or higher would be better suited for conversion to vector.

Note: \*Almost all supplied files will be converted to Vector in order to produce a die.

Raster versus Vector

The example below shows the difference between Raster and Vector.



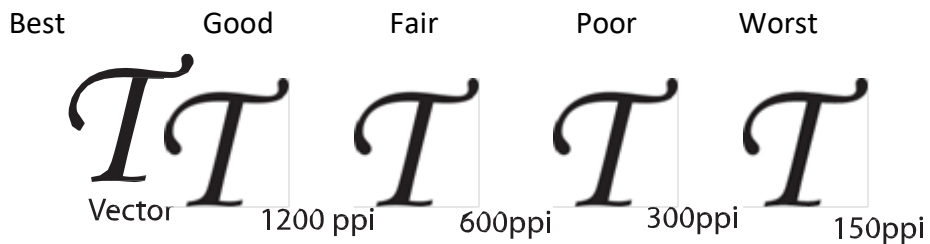
This is the original vector-based illustration:



This image illustrates magnification of 300% as a vector image:



This image illustrates the same magnification as a raster image at 400 ppi:



\*In order to manufacture a Foil Stamping Die the artwork will need to be supplied as or converted to solid black and white vector linework. This will allow the die-maker to program the file into a CAD/CAM software creating the 3 Dimensional file need to machine a tool die using a CNC machine. CNC machines use mathematical calculations to create toolpath. Vector Graphics are mathematical calculations used to create images, in turn, these images can be used to create toolpath on a computerized machine. (Artwork containing printing screens cannot be used.)

**Situations Requiring Additional System Time**

- **Type needed for special effects supplied in a flattened Photoshop file.** Customers may be able to make “selection” with the “Magic Wand” tool if there is sufficient difference between the type and background. You may need to silhouette (create path around) the inside and outside of each letter to create letterform. In either case, the result will be jagged or bitmapped type
- **Type needed for special effects supplied in a layered Photoshop file but as a bitmapped (scanned) image.** Type layer will be turned off and remaining layers flattened. Type layer is saved as a bitmapped TIFF for use as the special treatment file. Type will have a somewhat jagged appearance.
- **Creating Touch Plates** – we will create touch plates using layered files for .tif .psd or .eps files
- **Creating Gradations**
- **Creating silhouettes for die-cut, foil, emboss, spot UV**
- **Creating Duotones**
- **Extending bleed, Cloning, Airbrushing**
- **Color Correcting Supplied Files**
- **Converting Art Supplied in RGB to CMYK mode**
- **Files needing conversions to Spot (PMS) Colors**

**Four Color Blacks**

- recommends using a 4/C black for large coverage areas
- standard 4/C black is 100K-60C-40M-40Y but customer may create any 4/c black as long as max ink density is not reached.
- Files not supplied with 4/C blacks will not be changed unless noted on mechanicals.

**Supplied PMS Ink Swatches**

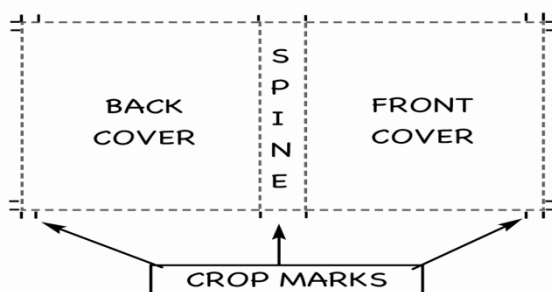
- All PMS swatches supplied on mechanicals will be reviewed. If a supplied swatch does not match the current Pantone Matching System book (which changes annually), customer will receive a notification and given two choices: 1. Disregard swatch and match current 2. Create a Special Mix Ink. This policy also applies for Dust Jackets with PMS inks that are supplied as color match.

**2 Hits of PMS**

- First hit 100%, second hit 80% & Knockouts will be spread .07 in second hit. OPM will do all trapping.

**Cover File Requirements**

- Files should be supplied as PDF/X-1a or PDF /X-4 documents.
- Files should be centered on the canvas with crop marks for Front Cover, Back Cover and Spine.
- **3/16” is preferred due to foot-to-foot imposition, process variation and paper variation. 1/8” is OK but may result in some books with non-bleeds.** Bleed is required on all four sides.
- All Live Copy should be a Minimum of ¼" inside of Final Trim.





**Specifications for Step-Back Covers**

Step back covers are a design that results when the front cover of the book is cut shorter than the finished final trim width of the book. This is typically done in conjunction with a two page insert located inside of cover #2. An example is where the finished width of a book is 4-3/16" but the front cover is 4". This results in a 3/16" step back effect.

There are limitations to the minimum front cover width due to the mechanics of the cover application section of the binder. The primary limitation relates to cover guide rails and pinned chains that feed the two-up cover blocks during application to the text block. This limitation requires the total width of the cover (back cover, spine, front cover and necessary trim bleeds) to be no smaller than 8".

During the cover design process and to calculate the minimum front cover step back size, apply the following formula:

<u>Description</u>		<u>Example</u>
Back cover total width (trim the spine edged)		4-3/16"
Plus	+	
Total Spine width (variable)		1-1/8"
Plus	+	
Front cover total width (spine edge to trim)		3-1/2"
Plus	+	
Cover bleed (3/16" is standard and required)		<u>3/16"</u>
Total		<u>9"</u>

The above example results in a total 9" wide cover block which is wider than the 8" requirement, therefore the product can be produced although slow down charges will be applied if stepback is greater than 1/2" and/or an irregular diecut step back.

Should a Client require a step back cover design that results in a total cover width of less than 8", machine modification can be made. This request must first be reviewed by and approved by management and additional charges will result. Please consult with your Sales or Customer Service Representative accordingly.

**Specifications for Running Inserts**

**General Guidelines**

- Maximum 4 3/16" x 6 7/8" inserts on our 29" Press using an 20 1/2" x 29 1/2" sheet with a 3/8" color bar and gripper is 16 out.
- Maximum 4 3/16" x 6 7/8" inserts on our 40" Press using a 28"x 40" sheet with a 3/8" color bar and gripper is 20 out.
- Based on the above running 16 out on our 29" Press at 8M per hour a 500,000-insert run would use 31,250 sheets and takes approximately 4 to 5 hours to run off.
- The same amount on the large Press at 24 out would use 20,833 sheets and take approximately the same time because of the slower Press speeds.
- Using 24 out would take Prep approximately 1 hour per plate and if a remake would be needed the Press would be down twice as long.

**Proofing*****Digital Pre-Press Proof, (Approval, Epson)***

**Digital Proofs** are proofs which, are created directly from an electronic file without the need to output film. **Approval Proofs** are dot generated proofs that can have the dot gain of the Press built into the proofs, giving the Press a better chance of reproducing / matching the proof. The **Approval Proof** when used in conjunction with **Prinergy** gives us the ability to simulate **Spot PMS Color** and incorporate it directly into the proof. A recipe proof is a fair representation of the spot color but not an exact match. **Epson Proofs** are a continuous tone ink jet proof and are used when cost is a factor and “pleasing” color is a required.

- EPSON PROOFER – A high resolution multi drop array inkjet proof that is also calibrated to our presses in Cover Press.
- KODAK APPROVAL – A Kodak Approval is a very high quality digital proofing system, calibrated to presses. Kodak Approvals are used for proofing all color files or corrected files with color changes and used to match color on press (Note: This proof will show what a supplied file will look like on presses. If’s Kodak Approval of supplied art does not match the Customer’s supplied proof, color correction will be needed)
- RECIPE COLOR/PMS PROOFING – A Recipe Proof is a digital recreation of an actual PMS ink generated from Kodak software and proofed on our Kodak Approval, PMS colors from the Pantone Formula Guide *up to and including 7547i* will be proofed as Recipe color. Art with a PMS touch plate in this color range will be proofed as Recipe color without an overlay. PMS colors *above 7547* from the Pantone Formula Guide (metallic and fluorescent colors) *and all colors* in the Pantone Metallic Formula Guide or Pantone Pastel Formula Guide are not available on the Kodak software (see next item regarding custom colors) and will be proofed with a 4/C process simulation of that color. If customer requests, the proof may also be generated without the process simulation built into the KA proof. Touch plates in this range will be shown as an overlay
- CUSTOM RECIPE PROOF – a digital recreation can be made of ANY Pantone or Special Mix ink upon request. Since these colors are not included in the software formulated by Kodak, this is a trial and error process and can require significant additional time.
- SOFT PROOFS – files with minor corrections can be saved as a PDF and supplied via e-mail upon request
- INSITE – Internet based remote proofing system available to all customers. Customers can log in online and view jobs, make annotated comments, approve/reject jobs and schedule “real time” on line interaction with a customer service representative.
- PRESS PROOFS – These are proofs produced on a press to show a Customer how the job will actually look when finished. Color variations can only be avoided if the press proof is printed on the same stock, ink, rotation and same film as the proof run.
- INTEGRIS PROOFER – An Epson inkjet proofer used mainly for content proofing. OPM will mark these proofs as “content only”. Because the Integris is capable of printing on transparent media we are also able to print all overlays that simulate special treatment on this device. Halftones that will run on the web press are also proofed here using a dot gain table to simulate the web press gain. However, because this is an inkjet proof, it does not show or simulate the halftone printing dot.
- IRIS 43" WIDE – The Iris 43" Wide is a large-format inkjet imposition proofer used to show imposition and back-up on Cover Press jobs that require folding or special treatment (die-cuts, inserts, Commercial work, etc.)

**PRH In House Proofers**

OPM agrees to provide support for calibration of the proofers on site at PRH. This includes routine adjustments due to activity on the machines as well as changes to press profiles that cause color mismatches between PRH proofs/OPM proofs and/or Press Sheets. All appropriate people at PRH (production, pre-media and digital and print production planning groups will be informed of the changes in writing when they happen.

***File Creation Standards***

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***PDF Files***

- We recommend exporting PDF's directly out of InDesign, and exporting PDF's directly out of Quark, version 7 and higher. In Quark 6, printing to Postscript is recommended over any exporting. Of course, any Postscript should be distilled in Acrobat Distiller. Please take into account when writing postscript, flattening of the file occurs.
- Any transparency included in the document can have negative results when flattened, distilled and later processed. If transparency or drop shadows must be used, we suggest building the document in InDesign, or Quark version 8.1 or higher, (native transparency is supported starting in version 8.1), and then exporting to a PDF using our presets. (Please refer to our "Creating PDFs" document). They should be composite color, not separated.
- Avoid using QuarkXPress with transparency.
- PDF files should be supplied as a multi-page file in single pages, (not spreads).
- Please include all blank pages.
- All fonts and images should be embedded into the PDF.
- OPI will not be supported.

You can visit our web site at <http://www.bepintersamerica.com/HOME.aspx> to download the presets, print styles and distiller settings needed to produce your final PDF's. Simply select the download that corresponds to your application being used to create your documents. Once the download is complete, "de-compress" the archive file and follow the instructions in the accompanying manual.

***Additional Information******Color Lasers***

A color laser print or color broken black and white laser print must be supplied. The laser proof must exactly match the final text and graphics of the file and must be printed at 100%.

***Reflective Art***

Non-flexible reflective art can be used for four-color separation. Due to the introduction of electronic scanners in recent years the Non-flexible reflective art is converted to a transparency before sending it to the printer for separation. Flexible reflective art can also be used for four color separation.

***Cruse Scanner***

The Cruse CS285 ST is the most technologically advanced, large format, high resolution scanner in the world. It accommodates originals up to 60" by 90" and produces images up to 10,048 x 15,500 pixels and a file size of more than 800 megabytes. The Cruse achieves a level of clarity and depth of detail never seen before in a digitized print.

***Transparency***

The most common transparency is the 35mm slide but the transparency can come in 8" x 10" or 4" x 5" (best reproduction). A transparency is used to make a four color separation for printing. Electronic scanning separates most transparencies, which produces four separate negatives for printing — yellow, magenta, and cyan for the color, and black for the contrast.

***Application Files, (QuarkXPress or InDesign)***

Documents should be built to trim size, including any bleeds and blank pages.

Layouts will be provided to OPM with all high resolution images and graphics, in eps or tiff format. Acceptable file formats include Quark Xpress and In-Design for application files and for images .tif, .eps and .psd files.

Include all fonts used in the job, both printer and screen fonts. Include any “plug-ins” or “Xtensions” used in InDesign or Quark if they are required for output and not included in the standard software installation. All should be compressed into a .sit or .zip archive before transmission.

For One Color Text, all text and vector graphics should be Black, all continuous tone images/graphics should be gray scale. Please note that, if the job is to be a single Pantone/PMS color, all text and vector graphics should be the specific color, all continuous tone images/graphics should be in monotone of the specific color.

***Color Spaces***

CMYK, Grayscale, and Spot colors are acceptable. Please avoid the use of RGB, LAB, CalGray, CalRGB, and ICC.

Spot colors need to be chosen from your Pantone Library in your application, using the correct naming. For proofing purposes, the Spot color on our proofs will be represented as a CMYK match (Epson) or recipe match (Kodak). On press, the spot color ink will match the color swatch you choose.

***Photoshop***

When sending in image files for color work, please do not flatten them. If there are any text layers, please supply the appropriate fonts with the image file. This will help us to create any decoration files needed, such as spot UV's or foils, and also aid in any color corrections deemed necessary. Please do not exceed a total ink density of 300%.

When supplying PDFs, be sure to include all images. OPI is not supported. Type should not be rasterized.

***Trapping***

Please do not apply any trapping to your documents. We have always believed that trapping is the responsibility of the printer. By default, our systems are set to delete and re-trap any documents with 2 or more colors. Please advise us of any supplied files that are already trapped and we will do our best to respect their settings.

***Additional Costs******Corrections***

A laser proof must be supplied with the corrections highlighted of any revised files received.

Please name the revised file in such a manner to easily identify it.

We can make minor textual changes to application files if the job has been created with QuarkXPress or InDesign, and minor changes to PDF files, if possible. Laser proofs of any requested changes must be approved prior to imaging.

You will be quoted an additional charge if you ask us to make changes in your files. Color Corrections can be made when requested and require the output of an additional color proof to be approved prior to imaging, also at an additional charge.

**Special Effects and Foil & Embossing Specifications****Special Effects**

OPM will make every effort to identify and bring to our customer's attention any issues associated with supplied special effect areas during the pre-flighting process. It's important to understand that while files can often be fixed, it can be time consuming and costly to do so, and is always better to supply a file that meets these standards up front.

**Printing/Traps:**

- Traps: should be 1/16"(.75mm) bleed
- Fatty: 1/16" (.75mm) all around. This is preferred over a block because you tend to see the square edges. This is used for copy printed under a stamped panel.
- KO Copy: Any copy that is ¼" (6.25mm) thick needs to be KO out of print and/or foil when stamping foil over.

**Dies:**

- When choosing to stamp and/or emboss you must know that a minimum size of a die is 2" x 3" this is for lock up purpose only not for cost. There must be a minimum of 5/8" in-between the dies to allow catches to be place around the die for lock up.

**Flat Stamping:**

- When stamping two foil colors in two separate areas (title/author), there must be a minimum space of 5/8", preferably ¾" between the areas to be able to stamp in one pass. If smaller than 5/8" it must be run in 2 passes.
- When stamping a solid area with knockouts, the knock out area should be **NO SMALLER then 1 ½ pts. in THICKNESS THROUGHOUT** the letter or area.
- When stamping fine lines, the line should be at least **1pt. in thickness**.
- If using a specific pearl foil or true metallic ink the area cannot be stamped over by another foil. Specific pearl foils cannot be overprinted.
- When stamping a large area with knockouts and the knockouts are printed (ink as opposed to paper white), the ink bleed needs to be a 1/16" and fatties around type are to be 1/16".
- When stamping a full front cover and the layout is head to foot (reason for head to foot: job has an insert or cover is die-cutting) the job needs flanges (extra metal used for lock up of dies). This turns the normal 30 square inch job to a 40 square in job.
- If you chose to use a Holographic Foil there will be a shim-line that runs occasionally through the stamping area. If you chose to run the job in "Shim less" Holographic foil you must check with Dynamic for special layout and pricing.
- If using Reflex Blue, Rhodamine Red, and sometimes a Super Dense Black cause problems when stamping. The reason is these colors tend to take longer to dry, and must be dry to get a good adhesion of the foil.

**Embossing:**

- When chisel and or bevel/flat raise embossing a letter of 1/8" in thickness or smaller you will have to sacrifice the depth as well as the angel of the bevel.

Note: You will achieve your best result if the letter can be larger than a 1/8"

**Die Cutting:**

- When die cutting a cover the die cut area cannot have multiple tight bends, or elaborate/intricate cuts. We also need a minimum of 1/8" between edges.
- When die-cutting windows and auto stripping you still cannot have the multiple tight bends or intricate cuts, but you need a minimum of ¼" squared between edges. Also the minimum size of the window is ¼" squared.

- When die cutting windows and auto stripping you can't have any more than 6 windows per cover and the ¼" spec's still apply.

**Combination F14oil & Embossing: (1 Pass)**

- Jobs can not be combo stamped if any kind of embossing only is within 2" of the stamping area
- No matte/gloss spot coating
- Two foils can be used but must be a minimum of 5/8" preferably ¾" apart. However, foil areas must be solid to emboss. If you choose to use an outline -- the foil outline is the only thing that can stamp and emboss. You can't emboss the face type without foil. If face type does emboss but not foil the outline must remain flat.

**Matte/Gloss:**

- If using pearl foils they must be knocked out of the coating, because they cannot be coated.
- Note: there is one release of pearl foil from one company that can be coated and overprinted, but is limited to color selection
- We must receive positives, right reading emulsion side up.
- When using a halftone they need to be set at a 85 to 65 line and a 45 degree angle. Also when possible we would prefer a 25% dot minimum.
- We recommend not spot glossing the small type on cover four, because of registration problems due to print stretch.
- When using glitter coatings, we cannot coat in halftones because of the size mesh we are using for the screen. Some other important things are the coating needs to be kept off of all cuts, scores, folds and glue areas.(note: we have coated on cut areas but we will not guarantee that it won't crack.) and can't be embossed. The % of glitter should not exceed 75% of the cover due to registration and feeding problems. We recommend that it be kept back away from the cut edges roughly 3/16 to 1/8 of an inch.
- Dynacrylic coatings also have similar guidelines to the glitter coating and should be kept off all cuts, scores, folds, and glue areas. We recommend that this coating be kept back away from all cuts, scores, folds, and glue areas by roughly 3/16 to 1/8 of an inch. This coating does have an air bubble look and isn't recommended for large areas.

Note: When using any type of specialty coating you may want to test to see what kind of slow down or any other problems if any in the bindery, also with slow down or any other problems with any other special effects.