Whether you want to supply press-ready PDF, native Macintosh or Windows application files, EBSCO Media can handling all of your digital prepress needs with our state-of-the-art electronic prepress and design services. The following pages are filled with tips for efficiently submitting your work for production. As always, your EBSCO Media customer service representative stands ready to assist you with job preparation. Just give us a call!

Desktop Publishing Applications

EBSCO Media has the latest Mac and PC hardware and a wide variety of software applications. Unlike many printers and service bureaus, we never convert PC jobs to Macintosh or convert files to a format that you are unable to use later. We keep the two most recent versions of the software listed below on our workstations, though most older versions are still supported.

QuarkXpress	Adobe Illustrator	Adobe FrameMaker
Adobe Acrobat (PDF)	Macromedia FreeHand	Microsoft PowerPoint*
Adobe InDesign	Adobe PageMaker	Microsoft Word*
Adobe Photoshop	Corel Draw (PC Only)	Microsoft Publisher* (PC Only)

*Please be aware that some applications were not designed for commercial printing and produce file formats that may have color separation and/or resolution limitations.

Supplying Files

• When submitting files, please note the application, version and operating system used (Mac OS 9, Mac OS X, or PC).

• When collecting files for output, use "Collect for Output" in Quark, "Package" in InDesign, and "Save for Service Bureau" in PageMaker. These features assist in gathering all placed images and (in some cases) fonts needed for processing. Also the report file supplies helpful information about the files.

Creating PDF Files

In general, the following options work best for commercial printing:

• In Acrobat 4 - 7, use the "Press" job option when using Distiller, printing to PDF, or exporting as PDF.

• If modifying job options, disable all image compression and embed all fonts.

• In Windows, do not use the PDF shortcut in Microsoft Office products or the PDF Writer printer driver. Instead, print directly to Acrobat Distiller or Adobe PDF using the highest quality settings or create a PostScript file and convert it to PDF using Acrobat Distiller.

File Transfer

• We accept most common recordable media types including: floppy disk, CD, DVD, Zip, flash drives, memory cards, and external drives.

• E-mailing file attachments larger than 5 MB is not recommended.

• Compress attachments into a single archive before e-mailing. Mac users should stuff, zip or create disk image files (.dmg) before sending. PC users should use WinZip (www.winzip.com).

• Large files may be uploaded using our file transfer server. Go to www.ebscomedia.com for more information.

EBSCO Media is a certified output provider for Adobe, Corel, Microsoft, and Quark.

Naming Conventions
• Spot colors (PMS) should be named exactly the same in all page files and linked image files.
• Maintain consistent naming conventions for your files, including the folio(s).
• Periods, dashes and underscores may be used in names, but avoid using the following special characters: / \ : * ? " < > | ( )

Hard Copy Printouts
• Please supply final color or B&W laser printouts with your digital files. Printouts should be at actual size (100%). If the image area in the page file exceeds the size of a laser or inkjet print, output the laser at a reduced percentage, but clearly note the amount of reduction.
• If possible, output final printouts with "registration marks." This places crop marks on the edges of the file and also prints the name of the file at the top of the page.

What should I mark on my printouts?
• Note any special instructions directly on your laser proofs before submission to EBSCO Media.
• If fifth or spot colors (actual PMS colors) are to be used, they should be clearly indicated.
• Indicate on your proofs any areas in which you have trapping, overprint or knockout concerns.

Page Construction
• It is best to create pages as single pages, set up as facing pages, built to their actual trim size.
• Elements that bleed off of the page must extend 1/8" over the edge of the page on all three outer edges. If that is not possible, another option is to construct pages at their actual bleed size.
• Important live matter, including all type, must be a minimum of 1/4" inside the final trim to ensure that no essential information is trimmed off.
• Drill holes (wire-o or 3-hole drill) should be 3/16" from spine. Live matter should be at least 1/8" from drill holes.
• If constructing pages that will have versions, contact your EBSCO Media CSR for specifications on how to best build and supply these files.
• Avoid supplying art directly from vector art programs such as Macromedia FreeHand or Adobe Illustrator. Instead, save the final design as EPS and import it into a layout program such as QuarkXPress or InDesign.

Design Details
Blends: Blends generated with the blend feature in QuarkXPress are inconsistent by nature and can result in banding. If this occurs, we can offer you some options for producing the desired effect.

Clipping Paths: QuarkXPress 4, 5 and 6 offer built-in options for clipping paths. Special care should be taken to assure that the desired embedded path (from Photoshop) is selected and active.

Trapping and Overprinting may require special consideration. Except for special cases, EBSCO Media uses process settings, which perform automatic trapping including automatically overprinting only the occurrences of 100% black. Contact your EBSCO Media CSR with special concerns.

Thin Lines, Fine Serifs and Medium-to-Small Type should be restricted to one color and not reversed. Reversed type and line art should be at least .007" (equal to 1/2 pt. rule) at the thinnest part of a character or rule.

Submitting Transparencies & Artwork for Scanning
When supplying transparencies and original artwork for scanning, the following information should be indicated on each image:

• Scan name - Should be no more than 10 characters long. If you plan to archive images, it may be helpful to establish a unique naming convention.
• Any special effects, such as drop shadows, etc. required.

If possible, supply black and white photocopies of the images at 100% of their final size. EBSCO Media will use these to calculate percent of enlargement/reduction and any rotation and/or cropping required.

Fonts

EBSCO Media accepts PostScript fonts, OpenType fonts, and TrueType fonts for both Macintosh and PC.

There are two options for supplying EBSCO Media with fonts:

1. Supply the fonts used for your job each time you submit a job to us (recommended). If we do not receive the necessary fonts to process a job, type reflows or substitutions may occur and your job may be delayed.
2. Supply a copy of your entire in-house font library. We will keep this collection on file and use it only when your files are supplied. Only new additions to your typeface library will need to be submitted when you supply your job for production.

PostScript Fonts: supply all screen and printer fonts used within your documents. Your library of fonts can be furnished by family, in subfolders.

Font Organization: We recommend maintaining the screen and printer font organization as it was originally provided by the font manufacturer.

Menu-Styled Fonts: On a Mac, it is best to avoid using the bold or italic style check boxes provided in the application menus. Instead use the actual font name from the font menu. For example, select "Helvetica Bold", not "Helvetica" with the bold style checked. On a PC, be sure that the appropriate font is available in the system. For example, do not apply a bold style to the font "Wingdings" as no bold version of that font exists.

Macintosh "City" Fonts (New York, Geneva, Chicago, Monaco) cannot be used in production. There are no matching printer fonts.

Graphics and Images

The following generic file formats are supported. Whenever possible, also include editable layered files so that we may modify your files if needed.

- *Tiff* (uncompressed CMYK or RGB, 300 dpi or better at 100% of final size)
- *EPS* (fonts converted to paths or outlines)
- *PDF* (High-resolution, uncompressed, press-ready, all fonts embedded)
- *JPG* (High-resolution only)

Be advised that .gif, .wmf, and .pict files are web formats and are not recommended for printing purposes

Resolution: Color or black and white halftones should be at least twice the final output linescreen (the most common linescreen used by EBSCO Media is 150 lpi, so save tiffs at 300 dpi). Line art should be at least 600 dpi, 1200 dpi preferred. Black and white line art should be in bitmap TIFF format.

File Type: Graphic files should be saved as .eps (vector art, art with a clipping path or a duotone) or TIFF (CMYK, RGB or grayscale halftones).

Color Mode: Supply all images as either CMYK, RGB or grayscale high-res images. We prefer that 4-color images be saved as composite EPS or TIFF files. Any supplied RGB files will be automatically converted to CMYK by EBSCO Media.

Color Management: Photoshop CMYK color settings should be set to "U.S. Sheetfed Coated" with a total ink limit of 280.

Preflight

EBSCO Media uses and recommends Markzware's FlightCheck, a quality-control program that inspects document color, fonts and images. More Information, go to: www.markzware.com

Technology changes quickly — these guidelines are subject to change.

Electronic Prepress Equipment

	Device Description	Notes and Features
Workstations & Operating Systems	Apple Macintosh and Compaq/HP workstations. We support OS 9 and OS X. All PC's use Windows 2000 Professional or Windows XP.	Whenever possible, files are prepared using the same application version, platform and operating system as the client or original file creator.
Disk Drives & File Transfer	CD, DVD, Iomega Zip and Flash Automated FTP site, E-Mail	If you use a type not listed here, contact us and we will try to accommodate your needs.
Networking	100 Megabit or Gigabit on all desktop workstations and servers	High-productivity networking with no file transfer bottlenecks.
File Server for Client Files	Dell Server. Nightly backup to an offline raid array. Battery backup with autoshutdown during power failure. Gigabit networking over fiber-optic cable.	Server is highly fault-tolerant due to dual CPU's, dual power supplies and hot-swappable drives. Nightly Retrospect backup ensures data integrity.
Prepress Workflow System	Rampage Workflow System	Integrates file preparation, trapping, imposition, proofing and plotting functions into a scalable, predictable and stream-lined "RIP ONCE" workflow.
Scanning	Fuji Lanovia Quattro Scanner	Drum-quality flatbed scanning of trans-parencies, reflective, copydot films, 3-D objects and line art.
DoubleProof	Two-sided imposition proofs	Used to create folded mock-ups (bluelines). This "position proof" is not an accurate predictor of press color.
EPSON 9800/10000	8-up color proof	Economical proof for non-critical color matches.
Fuji FinalProof	EBSCO's best proof: Contract-quality true-halftone dot proof	CMYK pigments on actual stock using same resolution as film, plate and press.
Remote Proofing	Rampage Remote Proofing	Online soft-proof system with sophisticated viewing and commenting tools for proof review by multiple parties from multiple locations.
Computer-To-Plate	Fuji Saber Luxel V-9600, fully-automated	Fuji's InterTech Award-winning violet platesetter features superior image quaility and best-in-class productivity speeds, delivering 35 high-resolution plates per hour.