



## ELECTRONIC FILE SUBMISSION GUIDELINES

Please follow these simple guidelines to allow us to expedite your projects.

**OVERVIEW:** Please make your files clean and simple. Supply only the files that we will need to output your job. Always keep a backup of the files that you supply to us. Remember, the more detailed and organized you are when preparing your files, the faster we will be able to produce your printed piece.

**MEDIA ACCEPTED:** CD, DVD, 100MB & 250MB Zip, USB Flash Drive, and 3.5" Diskette. Files under 2MB may also be e-mailed to us at [service@wolverineprinting.com](mailto:service@wolverineprinting.com). Larger project files can be sent via FTP (File Transfer Protocol) by accessing the File Transfer tab from our website, or directly at [www.wolverineftp.com](http://www.wolverineftp.com). Please contact your Sales or Customer Service Representative for details.

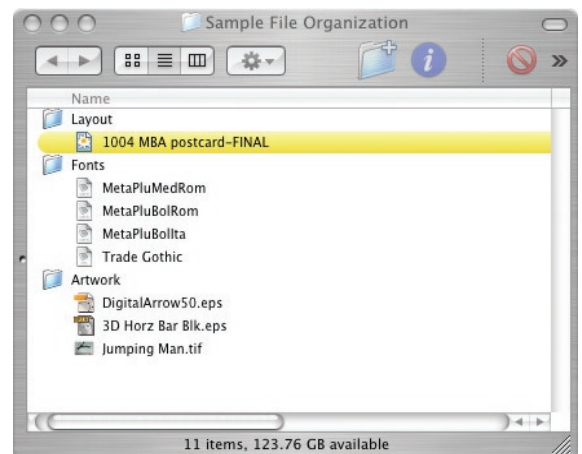
### SUPPORTED APPLICATIONS:\*

\*only currently used versions are listed - earlier versions also supported

	<u>Macintosh</u>	<u>Windows</u>
Image Manipulation:	Adobe PhotoShop CS4	
Illustration:	Adobe Illustrator CS4 Macromedia Freehand MX	
Page Layout:	QuarkXPress 8 Adobe InDesign CS4 Adobe Pagemaker 7	Adobe InDesign CS2 Microsoft Publisher 2003
PDF	Adobe Acrobat 9	Adobe Acrobat 7

**ORGANIZATION:** By organizing your files during the creation of your documents, you can help reduce slow-downs in production caused by missing or duplicate files. We suggest a simple organization scheme, as shown right, which will keep your files neat and tidy.

You can also use the "Collect for Output" feature in most page layout applications (Quark, InDesign, etc.) to gather all your files for transport to us for production.



**FONTS:** YES! They still remain one of the biggest difficulties in correct file preparation. Please supply all fonts used in your document, including fonts used in any linked EPS files. We highly recommend OpenType fonts for cross-platform compatibility (PC ↔ MAC), however we can also accept PostScript & TrueType fonts. (Please note that PostScript fonts are made up of two files, a Screen font and a Printer font; both fonts must be included for the project to print correctly.)

**TYPE STYLES:** Do not use the ‘type styles’ palette provided by your layout application (such as Bold, Italic, Outline, etc.) For example, only bold your type by selecting the bold version of the font. (i.e.- rather than creating a bold looking Helvetica by hitting the “bold” button, go to your font menu and select “Helvetica Bold”.)



Do **NOT** style type using the palette buttons!

**EPS GRAPHICS:** (Vector Based) Convert all of your typesetting to paths (or outlines) when saving EPS graphics out of Illustrator or Freehand. This will minimize font rejustification problems during the processing of your file, and prevents overlooking fonts that you would otherwise need to include with your final files.

**LINKED IMAGES:** When sending native application format files, also provide all external image files. All images must be in CMYK, grayscale, or bitmap color modes. Images must be saved in either TIFF, JPEG or EPS format (do not use GIF or PNG). Also, Be sure to update your image links in the layout files whenever you alter any of your original images.

**RESOLUTION:** We suggest a final resolution of 300 dpi for full-color and gray-scale images. Bitmap (1-color) files such as logos and line work should be 600 dpi.

**DOCUMENT SIZE:** The document page size should be set to the final trim size of your printed piece. For example, if your single sheet flyer will be trimmed to 8.5 x 11”, then your document size should be set to 8.5 x 11”.

**BLEEDS:** Leave 1/8 inch (.125”) for any image or color that bleeds off the edge of the final trimmed page. Do not change the size of the document, just drag the picture box over the edge of the document.

**LIVE AREA:** Do not place any type (or any other element not intended to bleed) closer than 1/8 inch to the edge of the page. This allowance will insure that your typesetting will not be trimmed off during finishing/binding.

**PDF CREATION SETTINGS:** Please embed 100% of all fonts, and graphics at full resolution. Within the Marks settings, turn on only the “crop marks” and change the marks offset setting to 12 pt or 1/4 inch (.25”). Within the Bleeds settings, specify a 1/8 inch (.125”) symmetrical bleed.

**THANK YOU!**