File Submission Guidelines

Page Construction

- ☐ Provide your publication layout in Quark, InDesign, PageMaker, or as a press-ready PDF.
- ☐ Make sure your page size in the Document Setup menu matches the final trim size of a single page.
- ☐ Specify that any thin rules are set at .25 point, *not* Hairline.
- ☐ Do not draw crop marks inside the page.
- ☐ Remove all items from the pasteboard.
- ☐ Make sure that all the elements that bleed extend at least 1/8" beyond the page trim.
- ☐ Try to keep all the pages paginated in reader's sequence, as one layout file.

Graphics, Images, and Fonts

- ☐ Send all the original graphic files that are being used in the page layout.
- ☐ Convert all RGB images to either CMYK or grayscale, depending on the color layout.
- ☐ Try to link–not embed or paste–your graphics in the page layout file.
- ☐ Try to insure that all images are at least 200 - 300 pixels-per-inch (*ppi* or *dpi*) resolution after being enlarged or reduced to their final size in the page layout.
- ☐ Save all logos, photos, or illustrations as TIFF, EPS, or JPEG. (*Unacceptable formats* are *PSD*, *PICT*, *GIF*, *BMP*, or *WMF*).
- ☐ Make sure no file names exceed 31 characters or contain non-alphanumeric characters (*like slashes or asterisks*).
- ☐ Supply all duotones and files with clipping paths as EPS.
- ☐ Ensure that all supplied PDF ad files are *not* RGB and are "press" resolution.
- ☐ Collect and send all fonts used in the file (including ad files). Send both the screen & the printer font for any Type 1 PostScript fonts used.
- ☐ If you are a Mac user, please define all font styles correctly by choosing the appropriate font from the Font Menu rather than applying a font style (eg.: bold, italic, etc.) from the Control palette.

Color

- ☐ Convert all RGB or Indexed images to CMYK.
- ☐ Supply images printing in one color in the appropriate color mode: grayscale, spot color, or bitmap.
- ☐ For spot color printing, use only Pantone color numbers or names. Choose *spot color* in the Color menu. Do not use the basic Red/Green/Blue spot color palette.
- ☐ Try to use only CMYK/process values when printing in process color. Uncheck Spot Color in the Edit Colors menu. We recommend using the Pantone Process Color library.
- ☐ Remove unused colors from your Color palette.
- ☐ Provide the names of the colors you intend to be printed (4-color process, Pantone 200, varnish, etc.) for Sundance to reference.

General

- ☐ If you are sending a disk, please also provide a laser page proof of the file for us to reference at Sundance. You can annotate any special instructions or concerns right on your proof.
- ☐ If you are transferring the file electronically, please provide a PDF (any resolution) of the layout for us to reference.
- ☐ Please provide any new or updated contact information along with your file or disk.
- ☐ Don't forget to run a spell check one last time from the page layout application.
- ☐ Include a print order form confirming the specs of your job, including print run, quantities and mailing information.