



Guidelines for Digital Services

Supported application list, a word about typefaces, graphics and rip time, as well as a description of our archiving procedures.

Platform Support

Donnelly's Printing & Graphics supports both Macintosh and Windows platforms.

QuarkXPress 7
 Adobe InDesign CS3
 Adobe Illustrator CS3 (Please outline fonts)
 Adobe Photoshop CS3
 Adobe Acrobat Professional
 Macromedia Freehand 10/9/8 (Please outline fonts)
 Microsoft Office. There is a \$75 minimum prep charge to work with Office files, please PDF your Office files using Donnelly's Printing & Graphics PDF specifications (PDF specifications guide can be found at www.donnprint.com)

Required Materials

When submitting a job, the following **MUST** accompany the job, or it will not be entered into Donnelly's Printing & Graphics's production workflow:

Native Files

When submitting a job we prefer the native file format (Quark, Illustrator, etc) that the art was created in.

Bleeds and Margins

Any job that bleeds will require a minimum of 1/8" bleed added to the artwork. We also require a minimum 1/8" type & logo print margin from the cutting border of business card orders.

Imported Artwork

Any and all supporting artwork (including placed EPS and TIFF files) needs to be submitted with the job. Regardless of whether or not the artwork is embedded (as can be done in Adobe Pagemaker), please include the native application file as well. Donnelly's Printing & Graphics does not recommend embedding graphic files within documents. Please make sure that all PMS spot colors are correct. Changes to embedded art are always problematic, and can be impossible to make. Make sure all of the typefaces used in the supporting artwork are also included. Fonts are usually **NOT** embedded in EPS files, and are necessary to correctly output the placed artwork. **If at all possible always create outlines of your fonts in the native application thus avoiding any type complications.** The file name is the link between the embedded art and the layout application; if you rename the art you will need to relink it within your page layout application.

Fonts

Fonts used by both Donnelly's Printing & Graphics and you must be of the same version, name and manufacturer. A complete listing of all fonts used to create a document should accompany the document for output. You must also include with your files, any and all typefaces used in the document. This includes the typefaces used in imported EPS files.

Please Note: In applications, use the actual typeface variant if it is available; avoid the use of style attributes such as bold, italic, bold italic, outline, and shadow. For example, consider AGaramond BoldItalic. If you choose this face

Guidelines for Digital Services

Continued from page 1

in QuarkXPress and, using the control palette, make this font bold, you will see displayed: AGaramond BoldItalicBold. This operation results in postscript errors and will result in the imagesetter defaulting to AGaramond BoldItalic or some variation of this face. Donnelly's Printing & Graphics is not responsible for errors of this type. If your use of style attributes results in unacceptable output, you will be required to pay for any and all rework.

Current Hard Copy

Hard-copy proofs are vital in determining the integrity of our output. Consequently, to ensure a smooth production process, we require our clients to comply with the following regulations for every project:

- Provide a hard copy laser proof. Donnelly's Printing & Graphics will not be responsible for the integrity of any and all output without it. This proof is compared to the final output as a quality control measure. If requesting film separations, please try to submit hard copies of the individual separations as well as a composite proof. Donnelly's Printing & Graphics will also accept an Adobe Acrobat PDF (Portable Document Format) file as a proof if a laser print cannot be supplied.
- Hard-copy proofs must match the supplied electronic files. This is absolutely critical to Donnelly's Printing & Graphics's internal quality/review process.
- On all files sent via FTP or e-mail, the client should fax a hard-copy proof to 703 242-4508. If a fax machine is unavailable, the hard-copy should either be sent via courier to Donnelly's Printing & Graphics, or e-mailed as a Portable Document Format (PDF) to:
orders@donnprint.com

Your proofs should be 100% in size. Tiling, when necessary, is preferred to reduced-size proofs. (In the case of large format printing a reduced proof is acceptable.) Reduced proofs create potential scaling problems and lack of image detail creates difficulties during the proofing stage. Please consider the imageable area of your printer when creating hard copy; many laser printers have a non-printable border. Print proofs with the file name, crop marks, date and time.

Submitting Revisions or Corrections

By conforming to our standards for output, you can help ensure your work is done correctly the very first time. This helps limit the need for Author Alterations (AAs); however, there are times when AAs are inevitable. In order to expedite an AA we recommend that:

- All changes be marked on the most recent proof that you have received from Donnelly's Printing & Graphics. Do not mark changes on the proof you originally submitted with your disk.

Guidelines for Digital Services

Continued from page 2

- Changes will not be accepted verbally. If you wish for Donnelly's Printing & Graphics to make changes to your file you must fax or courier a hard-copy proof of the new page(s) or e-mail a PDF file to **orders@donnprint.com**.

Problem Jobs

If a job entered into production is missing any of the required materials listed previously, is delivered on a defective disk, or is not set up to separate correctly, the job will be flagged as a problem, put on hold, and the customer will be called. Please note that a job placed on hold no longer adheres to its original schedule. While we will attempt to see that the job is delivered as close to the original due date as possible, we make no guarantees as to the turn-around time of a job placed on hold for any length of time.

More About Fonts

Fonts require special attention when submitting a job for digital output, as they are one of the common causes for incorrect output. Please make sure you are using only Type 1 (postscript) typefaces in your documents. **Use truetype fonts at your own risk**; Donnelly's Printing & Graphics does not guarantee correct output of truetype fonts from our postscript output devices. Please make sure that both components of the typeface are supplied with the job (for Macintosh users, include the screen font (suitcase), and the corresponding printer font; for Windows users, include the .pfm file and the .ptb file).

Linked Graphics

All imported art must be included with your job. When you import files into a page layout program the program uses a low-resolution "proxy" file. While these files may provide adequate resolution for display, they are not sufficient for printing purposes. As a result, you must supply us with the imported art as well as the native application file. You can obtain a listing of all imported graphics from within QuarkXPress, Adobe Pagemaker, Adobe InDesign or through the use of third party applications.

Preflighting Your Jobs

A small but important section devoted to common problems with jobs submitted to DPG and how to spot and avoid them. A must read.

When it is time to prepare your job to send to Donnelly's Printing & Graphics for imaging, a systematic check of your files can provide assurance that your document will print correctly from our workstations. This process is known as preflighting. It is intended to catch faulty linked files, fonts, material/ elements not intended for printing, and any other components that may prevent the document from imaging properly. After you have checked your files, it is important to organize them so that we can easily find all of the files required to print your job.

Remember to make a final proof (or PDF file) to your usual printer (color preferred for color files, although B&W laser output is acceptable). If you are requesting separations, we strongly encourage two sets of hard copy: one page for each separation, and one composite proof. Taking the time to anticipate problems before you call in the job will greatly reduce the chance that we will have to troubleshoot problems within your files, which can often result in additional charges. Some guidelines are listed below:

- Look for any unnecessary or blank pages in your documents including pages at the end.
- Check linked graphics to ensure that you are using your latest revisions.
- Verify that your colors are defined and named correctly. If you are using spot colors, make sure each is defined with only one name. Regardless of how it is created, each differently named color will separate on a different plate. For example, if you have a placed EPS file created with PMS 340 CV and a color defined in your page layout program as PMS 340 CVC, the two will separate onto two different plates. The best way to find out whether your colors will separate correctly is to check them with a separated laser proof.
- When possible, crop, scale, or rotate large pictures in the graphics application before you import them into your page-layout program to reduce post-script errors.
- Don't use more detail than you need with clipping paths. Beyond a certain point, added detail is invisible; its only effect is to cause extra processing for the imagesetter RIP.
- Check bleeds and traps. Make sure that your bleed allowances are sufficient, and that trap specifications are correct. Donnelly's Printing & Graphics normally traps all incoming files, so you do not need to manually set traps in your application unless you choose to do so. If you do NOT want Donnelly's Printing & Graphics to trap the files please indicate this on the service request form.
- Verify that your art files and typefaces are organized and easily found on your disk.
- Please make sure you have not used any form of compression scheme (such as LZW or JPEG) on your images. Compressed images may incur charges for excessive run time and/or may cause postscript errors.
- When requesting film separations, please ensure you have used only CMYK or spot color images. RGB images will not separate correctly.

Preflighting Your Jobs

Continued from page 4

- If you are using QuarkXPress, please be aware that all TIFF files must have a fill associated with them. TIFFs filled with "none" will frequently result in images printing with jagged or clipped edges, Donnelly's Printing & Graphics will not be responsible for unacceptable film output resulting from TIFFs filled with none.
- Make sure your images are of sufficient resolution for high-resolution output. The commonly accepted practice is twice your line screen ruling (ex: 300dpi for 150 linescreen). 72 dpi images are unacceptable for high-resolution output.

Large Format Printing Overview

Donnelly's Printing & Graphics's large format color devices adhere to specific sets of guidelines to ensure that your job is output at the maximum quality in the least amount of time. Please note that large format color printing does not fall under our normal 24 hour turnaround policy. Large format poster jobs involving finishing require a minimum of two business days for normal turnaround, often longer depending on the size of the job. Rush service is usually available on these jobs, but to ensure that all of your deadlines are met, please call us during the planning stages of your project. Several media and finishing choices are available. Feel free to call us if you have any questions regarding large format color output.

Color Tolerance

Donnelly's Printing & Graphics's large format printers utilize CMYK inks when printing. For this reason, they have limitations when it comes to reproducing certain colors. RGB colors, spot colors, and other miscellaneous libraries (PMS metallic colors, TOYO inks, etc.) cannot be 100% accurately reproduced on a CMYK device. Our printers are calibrated on a regular basis and are consistently checked for color accuracy. If you notify us prior to sending your job, and have material that is "color critical" (i.e. a spot color in a company logo), Donnelly's Printing & Graphics will check your file against any enclosed hard copy or color chip. If the color is not within acceptable tolerance ranges, Donnelly's Printing & Graphics will notify you before proceeding with any actual color correction or modification. If given approval, color correction and modifications will be made at Donnelly's Printing & Graphics's hourly rate for file intervention.

RIP Time

Any file sent from a computer to an output device must travel through a Raster Image Processor. This process, called RIPping, translates your file into a language an imagesetter or printer can understand. Large production printers have external RIPs to speed the processing of your files. These RIPs handle files one at a time; complex files may halt our production while they are being processed. All jobs will be charged a minimum of \$15.00 charge for RIPping. Donnelly's Printing & Graphics reserves the right to bill all RIP times exceeding 20 minutes per page at a rate of \$25 per half-hour.

Disclaimer and Limitation of Liability and Accuracy

Although Donnelly's Printing & Graphics makes every attempt to run our customers' jobs out as accurately as possible, you are urged to inspect the work for acceptability upon receipt. It is for this reason that we require a current hard copy of the file(s) to be printed. If no hard copy can be supplied with the job, Donnelly's Printing & Graphics waives all responsibility as to the accuracy of the output. Jobs requiring rework must be resubmitted within two weeks of the invoice date and must be accompanied by the original output as well as current hard copy. Please do not submit your ONLY copy of any file; Donnelly's Printing & Graphics makes every attempt to safeguard your disk(s) but we cannot guarantee the integrity of data on removable media.

Original materials provided to Donnelly's Printing & Graphics valued at more than \$100 should be insured by the submitter. Donnelly's Printing & Graphics will not be responsible for any completed work or original materials from jobs not claimed within thirty (30) days.

Please note that Donnelly's Printing & Graphics uses dye-based inks for several of its services that, like any other dye, is subject to change over time. Therefore, these products cannot be warranted against any such change.

Liability of Donnelly's Printing & Graphics shall be limited to the replacement or correction of original raw materials only (including film, reprographic paper, digital or contract proofs, large format prints, scans) which has been deemed the fault of Donnelly's Printing & Graphics. Except as otherwise expressly provided in this section, Donnelly's Printing & Graphics disclaims all warranties, whether expressed or implied, including without limitation any warranty as to performance, merchantability, or fitness for a particular purpose.

Notwithstanding any other provision of this disclaimer and in no event shall Donnelly's Printing & Graphics's liability to Customer under any theory exceed the amount paid by Customer to Donnelly's Printing & Graphics pursuant to Donnelly's Printing & Graphics invoice(s) for the related services or materials.