

# Desktop Publishing Guidelines for Submitting files

# Quick Tips

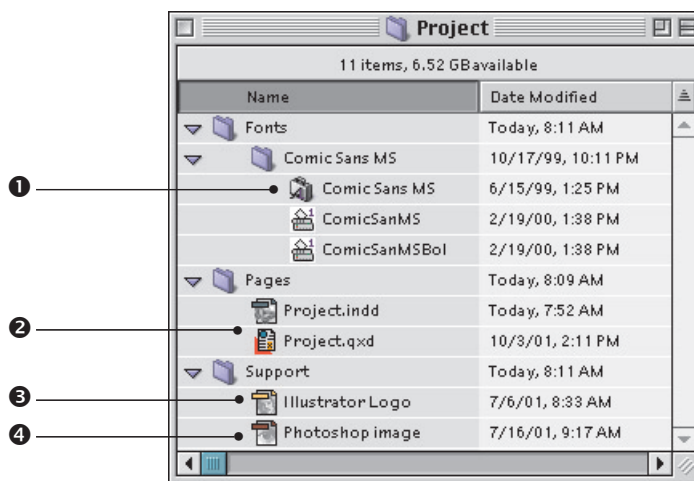
## Sells' User Guide for submitting QuarkXPress, InDesign and PageMaker files

Here is a quick review of the essential requirements that will help you when submitting your job to Sells. In addition to the items listed below, please submit lasers at 100%. The most common type of file submission to Sells is via our FTP site (<ftp.sells.com>) or CD. When naming your files, please keep the names simple and do not use the following characters: “/”, “\”, “•”, or “-”.

### Include all elements with the job.

Include all source documents (QuarkXPress, InDesign, PageMaker), fonts, high resolution graphics (Adobe Photoshop, Adobe Illustrator, Macromedia FreeHand files). Submitting PDF files offer several advantages: they streamline the printing process, while providing more consistent and reliable results. PDF's that are created properly reduce or eliminate delays caused from missing components such as fonts, images and graphics. You can find additional QuickTip handouts (Acrobat PDF's) on our ftp site (<ftp.sells.com>).

- 1 **Fonts:** Make sure you include both the Screen and Printer Fonts. We suggest that you use Type1 PostScript fonts since the TrueType may cause problems during prepress file processing.
- 2 **Documents:** Build your pages to trim size. Building printer spreads and/or custom trim marks are not necessary. Our imposition software works from the layout program's page size definitions. Include an 1/8 bleed for elements that extend off the page and use 1/4" for type safety inside the page. Do not use the pre-defined "hairline" rule width. We recommend using a minimum rule width of .25 points.
- 3 **Illustrations:** To avoid potential font problems, convert your type to "Outlines" in Adobe Illustrator in or "Paths" in Freehand. Don't forget to submit your Freehand and/or Illustrator files.
- 4 **Photoshop:** Make sure your Photoshop files are 300 dpi (or double the line screen) and either CMYK or Grayscale. Do not scale your photoshop files over 130% (in QuarkXPress, InDesign or PageMaker). Do not submit RGB files.



If you have any questions, please contact James Wamser (262) 317-8272 ([wamser@sells.com](mailto:wamser@sells.com)). Additional QuickTips can be found on our ftp site (<ftp.sells.com>).