

D C Thomson & Co Ltd.

ARTWORK FOR PRINT SPECIFICATIONS

Typography and Rules

Fine Rules and Small Type

Reproduce as one-colour only all rules that are 4 points and thinner and small sans-serif type 7 points and smaller; serif type 12 points and smaller; fine-serif type (e.g. Bodoni) 14 points and smaller. Our rips are set not to trap fine lines or fine type. We use FAF (Full Auto Frames) to trap all jobs. Trapping settings within Quark will be ignored.

REVERSED RULES and TYPE

Use 10-point type minimum to reverse out of a single colour background. Use 12-point type minimum to reverse out of a four-color background. Do not reverse serif type smaller than 12 points. Do not reverse serif type within screened areas containing less than a 70% screen comprised of any one, two, three or four colours. Do not reverse serif type in a yellow or other light-coloured background.

INK COVERAGE

Maximum ink coverage must be no more than 280%, we recommend a vibrant black is created with 100% Key, 60% Cyan. Any thin text and/or artwork will not appear crisp if ink coverage is supplied too high.

BLEEDS

All artwork must include a 3mm bleed on all sides. All text and images should be at least a further 5mm from the crop guides, this is because cutting can only be accurate to about 1.5mm when chopping small items like flyers. The easiest way of thinking of this if you are uncertain, is to ensure the background image goes right to the edge of the file and that all text, logos, etc are at least 8mm from the edges..

RESOLUTION

All non-vector artwork should be supplied at a minimum of 300DPI. Any artwork supplied lower than 300DPI will print blurred. EPS and Illustrator files should have the final output set to 2540. PDF's should be set as follows; overall resolution of 2540, individual line art resolution of 1200DPI and individual bitmap resolution of 300DPI.

A 'D C Thomson & Co Ltd' alternative to Acrobat Distiller's Press settings is available on request; this is set exactly as required to achieve best possible results. It can also be downloaded from the [KSL Website](#).

COLOUR

Unless specified all colour printing is full colour and should be completed and saved in CMYK process, D C Thomson & Co Ltd cannot take responsibility for any unexpected results experienced from artwork supplied in non-CMYK colours. Please delete all unused colour swatches from the colour palettes. Do not use Pantone or similar colours unless pre-arranged for specialist jobs.

MINIMUM DOT

Production for Gravure printing only:

The minimum dot that can be achieved when engraving on copper is 5%.

E.g. any vignettes that fade below 5% will result in a severe cut-off when the tone extends below 5%.

This is also the case where white goods such as crockery are placed on a white background. Image loss against the white paper may occur where the image drops below 5%. Placing such items on a tinted background or giving the image a slightly embossed edge are recommended in this case.

QUARK FEATURES

You should not change imposed picture sizes in Quark, the files should be re-sized in Photoshop / Illustrator and then imposed at their full size. You should also not use the text display attributes (Bold, Italic, etc) in Quark, instead use font families with suitable choices. Both these options may not work when the file is ripped and may generate unwanted results.

PHOTOSHOP FILES

Please save all Photoshop files as either uncompressed TIFF files or Photoshop EPS files. All Photoshop files must be flattened prior to saving, TIFF files saved with layers or EPS files containing vector information may not work correctly when the file is ripped and may generate unwanted results.

COREL GENERATED FILES

Please convert all files generated in Coreldraw and Corel Photo-paint to bitmap files; (TIFF or JPEG). Saving Coreldraw documents as EPS files is possible but may alter the artwork - if you wish to do this please open the EPS files in Illustrator or Freehand to check they are as expected, or impose in Quark and print a postscript file and again check that they are as expected.

ARTWORK ORIGATION & SUPPLY METHOD

We advise that artwork is generated only in the following design programs; Photoshop, Illustrator, Quark XPress and Acrobat. D C Thomson cannot accept responsibility for any unwanted results from artwork originally generated in any other package (Please see the special note above regarding Corel which it is possible to use). This is especially true of 'office' programs such as Microsoft Word, Powerpoint, etc regardless of what options are available for final saving.

Artwork should be saved in PDF, EPS, TIFF, or JPEG format. Alternatively a Mac generated open application file can be supplied using one of the following applications (and previous versions). Please remember to include all fonts and images required (We cannot accept open PC files):

Adobe Photoshop 7 + CS
Adobe Illustrator 10
Quark XPress 4.1 5.0 and 6.0

Files should be supplied uncompressed wherever possible; Stuffit may be used to compress files if necessary.

Ideally artwork should be supplied on a CD or DVD. Artwork may only be emailed if the file size is less than 3 megabytes, please phone to pre-arrange this.

All files over 3mb should be sent via ISDN, placed on your website or FTP site. Again please phone first to arrange this.

CDs and DVDs will not be returned unless specifically requested at time of order. We also do not hold any supplied artwork.

COLOUR PROFILES

All artwork must be supplied with a colour proof, D C Thomson cannot accept responsibility for any printing errors if no proof is supplied. All non bitmap artwork sent digitally must be sent with a clearly labelled JPEG proof.

If you do not hold a D C Thomson profile, we do hold our own ICC profiles for LWC and SC stock for gravure printing and the ISO Standard ICC profile for Litho Sheetfed printing. As we have installed GMG ColorServer as our main Colour Management System, we can also accept proofs using the PSR_ECI_LWC profile.

RE-SUPPLYING ARTWORK

We aim to check and prepare for print all artwork as soon as it received, if you need to amend your artwork and re-supply it you must phone the office to arrange this. D C Thomson cannot accept any responsibility if incorrect versions are printed when multiple versions have been supplied where no telephoned instructions have been given. If the files are complex and take significant time to prepare for print a charge may be made for re-supplied files.