

## Document Size/Template

The document size should be the same size as the trim size of the publication. Example: For a book, if the trim size is 8"x10", that is the size the document should be. If a tabloid is printed on 32" paper, the trim size/document size is 11.325"x16". If a broadsheet is printed on 32" paper, the trim size/document size is 16"x22".

## Margins

For broadsheets & tabloids we recommend a minimum of .5" margin from the trim edge and for other web & sheetfed jobs we recommend a minimum of .25" margin from the trim edge. The margin should be free of any text, images (unless there is a bleed), and page numbers.

## Bleed

Bleed is the amount of printed information which extends beyond the trim size of your piece. Bleed cannot be applied to newspapers or tabs that do not stitch or trim. For everything else, standards are a minimum of .125" on a sheetfed job and .25" on a web job.

## Resolution

The recommended resolution for images is 300dpi. Submitting files with images lower resolution may cause images to look blurry or pixelated.

## Color

We recommend that all images submitted, and files sent, use CMYK color space to ensure accuracy prior to being uploaded. Files submitted using RGB or Spot colors will be converted to CMYK during file processing. This color conversion will cause shift in intended color between submitted file and printed product. Screens must be 20% or more to reproduce well off of the web press. Color photos intended to run b&w, if not converted before placement, will be converted during file processing, however, the photo will print dark.

## 4-Color Black Text or Reverse Boxes

**FOR WEB PRESS:** Printing uses 4 plates, CMYK (cyan, magenta, yellow & black), to achieve different colors. Having 4-color black text means the black is separating on all 4 plates instead of just being on the black plate, making registration hard to obtain on newsprint. Reverse black boxes faces the same issue. To remedy this, use black only text (never 'registration') and use larger and bolder font choices. (If using Word or similar programs to create your document do not use 'Automatic' for the text color even though it appears black, hover over the other colors and choose 'Black, Text 1'.)

**FOR SHEETFED PRESS:** Because registration is much more precise and the type of paper is much different than newsprint, it is recommended that everything EXCEPT small black type (or reverse boxes with small type) separates on all 4 plates (60% Cyan, 40% Magenta, 40% Yellow, 100% Black). This is called 'Rich Black' and provides a richer, deeper color on gloss. Small type should remain on only the black plate for best registration.

## Embed Fonts / Check for Typographical & Grammatical Errors

Make sure all fonts are embedded in the file when exporting to PDF from the design program. Make sure you have proofread your publication to ensure spelling and grammar are correct. We won't be held responsible for misspelling or grammatical errors.

## File Naming

When naming files keep it simple. Use an abbreviated or shortened name of the job and the correct page number. Please do not use characters such as \* , / : @ # &. Example: Job\_p1.pdf, Job\_p2.pdf, etc.

## No Crop Marks / Printers Marks

Please export files from the design program without any crop marks or printers marks. Use document bleed settings if bleed is used.

## Save PDF as Individual Pages

Portable Document Format (PDF) is the standard for the secure and reliable exchange of electronic files. For file upload it is preferred to send individual PDF's for each page for quick file processing. This can be done by choosing 'Export pages as separate pdfs' when creating the pdf.

**SHEETFED (light blue area): 1/8" (.125") Bleed • NEWSPRINT (solid blue area): 1/4" (.25") Bleed**

**1/4" Margin for Most Web/Sheetfed Jobs**

**Exception: 1/2" Margin for Broadsheets & Tabloids**

**White space represents maximum usable print area for  
broadsheets & tabloids**

**White/pale yellow space represents maximum usable print  
area for all other web and sheetfed jobs.**

**The black line is the trim line and will also be your document size.**

**NOTE:**

**No bleeds on any broadsheet or tabloid that aren't stitched or trimmed.**