

- It is recommended that all digital ads received by Allen Press be “press-ready.”
- Ad files that do not require alteration, fonts, or linked graphics are “press-ready” and preferred, as this significantly lowers the number of errors introduced prior to output.
- All ads must be accompanied by a proof that is output at 100%.
- All ads must be received at the final size they will be printed plus our bleed standard of .125”, if applicable.

Preferred “Press-Ready” Formats

- Print-ready high-resolution PDF files made according to the Allen Press or industry-standard job-option settings within Adobe Acrobat Distiller. Please see: ftp://ftp.prepress.allenpress.com/_APjoboptions or call (785) 843-1234 for correct job-option settings and guidelines for PDF ad submission. Quality cannot be assured if directions for PDF creation are not followed. PDFs of full-page ads that contain bleeds must be made to the correct page size to include bleed for trimming.
- Vector-based EPS files (Adobe Illustrator) or EPS files exported from page layout applications. Vector-based files should have all fonts converted to outlines, or fonts must be included with ad file submission. Please note that files exported as EPS files from QuarkXPress do not retain or embed fonts, so fonts must be included with QuarkXPress EPS files. EPS files exported from Adobe InDesign will embed fonts when they are exported.
- Raster files (image files or Photoshop files) saved as TIFF or EPS formats. Raster files can be saved from any of the image-editing software programs. Color images should be saved as CMYK or RGB color spaces. B&W should be saved as Grayscale, not RGB.

Preferred Native File Applications

Allen Press prefers ads submitted in press-ready formats: PDF, EPS, or TIFF, as described in the previous section. A second choice for ad submission, if necessary, would be to supply native application files from the following applications:

InDesign
QuarkXPress
Illustrator

These application files require that ALL FONTS, IMAGES, AND GRAPHICS that are used to be sent along with the native application file. Both the screen and printer fonts must also be supplied. Zip or Stuff all fonts. Quark and InDesign have a “collect for output” element built into the program that will allow you to collect all graphics and fonts used.

Unacceptable Files

The following files and formats are not acceptable for print production: Microsoft Word, Microsoft Excel, Microsoft Publisher, PowerPoint, Corel Draw, Corel WordPerfect, Corel Ventura, Adobe FileMaker, Adobe FrameMaker, Windows Metafiles (.wmf), BMP files (.bmp).

Resolution Recommendations

- 4-color CMYK graphics: No less than 300 dpi when output at final size.
- Grayscale/Continuous Tone: No less than 200 dpi when output at final size.
- Line Art (b/w text, no screens): No less than 600 dpi when output at final size, 1200 dpi optimal.

Rules and Lines

- Our presses can print a rule as thin as 0.3 points; we recommend that you do not use rules any thinner than 0.3 points. Hairline 0.004 setting is thinner than 0.3 points and will print inconsistently, or not at all.
- When working with graphics that have rules or keylines applied to them in the page layout application, be sure to view them at a high enough magnification to ensure that the graphic and the rule are touching each other. A gap between these elements will not always be visible when printed to a 300 or 600 dpi laser printer, but it will show when printed in high resolution. This also applies to rules coming together at corners and any rules that are meant to be touching a graphic.