

STUMPTOWN PRINTERS

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PORTLAND, OREGON 97227

PREPARING ARTWORK

Please follow these general guidelines for preparing your print job. Of course, please call us (503-233-7478) if the explanations are unclear to you or you are unsure about how to combine printing processes. We want to ultimately yield the best printed piece, and to that end we are available to answer your project-specific inquiries.

For the quickest and hassle free file-to-film set-up, we request that your art files are submitted in the following way:

1. Assemble and save your art in a Macintosh Illustrator document*
(please keep our template intact and on a separate layer)
2. Include all links/placed graphics. Please don't embed your files.
3. Linked photoshop files should be saved at the following resolutions:
300 DPI for halftone/grayscale images (examples: photos, original art with shading, etc.)
800 DPI for line art or text pieces. (examples: black & white illustrations, art with hard edges and/or type.)
4. Convert all type to outlines or include a copy of all fonts used in your layout.
5. Please provide proof of what your final artwork should look like.

* **Don't have Adobe Illustrator?** Don't have a macintosh computer? Well, that's okay. The above scenario is ideal for us but there are always exceptions. We accept just about any other computer layout format (and camera ready art as well!). You may incur an additional pre-press/set up charge if art is submitted in other formats. We'll contact you before we do any work that will add costs to your job.

While Adobe Illustrator works best for most of our cover layouts, layout for some of our standard inserts would be better suited for programs like Adobe Indesign or Quark XPress. Feel free to contact us directly if you have questions about booklet layout with multiple pages, linked text, etc.

SOME NOTES ON SPOT COLOR & PROCESS COLOR

Spot, PMS, or Single color printing

Spot colors are made of a continuous ink tone. Our standard prices include our house colors: Black, Blue, Brown, Red & Opaque White. If you would like a specific spot color, we use the Pantone Matching System (PMS) and can mix ink to your color specifications. Generally PMS mixes are an additional charge. Use the PMS Uncoated swatch book to specify the ink color, and make sure all colors used in your file are spot colors NOT CYMK or RGB. Remember, the best way to choose colors is to look at physical Pantone ink swatches. Computer monitors do a poor job matching Pantone colors. Also keep in mind that ink colors are effected by the color and finish of the paper that they're printed on, and may darken (in the case of chipboard, for example) or lighten (if printed on dark stock like blue or black). Please provide separation print-outs for each color as well as a composite of the piece.

Full color, CMYK, Process color printing

Full color printing is accomplished using a combination of 4 colors—(cyan, magenta, yellow & black) to form a system of rosette dot patterns to create the full color spectrum. This is the most common print method used to reproduce color photographs or full color artwork of any kind. To utilize process color printing, make sure all color used in your file has been built as CMYK. Please provide separation print-outs for each color as well as a composite of the piece.