



Art Specification Guidelines

Electronic File Delivery:

Files smaller than 5MB may be emailed.

Larger files may be uploaded via our website by using the “File Upload” button in the upper left of our home page. E-mail or call your Customer Service Representative for the login and password information. When sending files electronically please compress files as a .zip file or any format using Stuffit, Winzip etc...

Simple Mac and PC shortcuts to zip any folder:

When working from a Mac, control click the folder and choose Compress from the menu options.

When working from a PC, right click on the folder and choose the “send to” option and then select compressed (zipped) folder.

Media Accepted: CD’s, DVD’s, and Flash drives.

Preferred applications: Adobe InDesign, Adobe Illustrator, Adobe Photoshop, and QuarkXpress thru ver. 9.3.

We accept High Resolution Press Ready PDF files, along with native files which have been packaged/collected to include all fonts and images. Please contact your customer service representative if you are unsure how to package your files for the printer.

All furnished PDFs must have fonts embedded along with high resolution images.

Image Size:

300ppi at final size is the minimum Image resolution for included images or scans in order to guarantee acceptable quality output. Most files downloaded from the internet are only 72ppi and will result in a poor quality final product.

Bleed:

Any background color or image that prints to the edge of the document is considered bleed and must extend 1/8” beyond the document trim.

Color:

If the job is quoted as spot please ensure that colors are built using spot and not a CMYK blend.

Document Size: Please ensure that your document/files are the correct finished size.

Please see our Pre-flight checklist for additional information



Pre-flight checklist

Using this Pre-flight checklist will help to eliminate many common problems which could delay or effect the quality of your printed piece.

Folder/File Name: _____

Document Size & Layout: _____ x _____ Page Count: _____ Plus Cover

Ink Colors: Black Only One Color: PMS _____ Full Color (CMYK)
 Multi Color: PMS _____, PMS _____, PMS _____, PMS _____

Fonts Embedded:

Bleeds: Bleeds Pulled to 1/8" (0.125 inch)
If Images Print to Paper's Edge, the Document Bleeds.

Images & Graphics: All Placed or Linked Graphics Included

RGB Converted to CMYK (4 Color Only) RGB Converted to Grayscale (Black & White)

Update Images Used or Links

Native Files: Quark Express - Collect for Output InDesign - Preflight and Package

PDF: Embed All Fonts Distilled/exported at Adobe "Press Quality" settings

PDF Includes Crop Marks & Bleeds (If Required - See Bleed Requirements Above)

****Files may be transferred to us through our FTP site by visiting www.wellsprinting.com and using the FTP Upload link in the upper left corner. Working Files should be "Collected/Packaged" to include fonts and graphics and then zipped prior to upload.***

*MAC: Zip/Compress folder prior to upload: "Control Click" Compress from menu.

*PC: Zip/Compress folder prior to upload: "Right Click" Send to Compress from menu.

If you have questions on any of this information, please contact your account representative.