

## FONTS AND IMAGES

- Are all images linked, not embedded, where possible?
- Are all linked images included?
- Are all bitmap images (such as photos) 300 dpi at the final size?
- Are all bitmap images in the correct format, with a file extension? TIFF (.tif) or Photoshop native (.psd) formats are preferred.
- Are all spot color bitmap images saved as EPS or Photoshop native duotones?
- Are process color images in CMYK format?
- In the linked images, are all fonts converted to paths or outlines?
- Are bold and italic typefaces specified correctly? If a bold or an italic version of a desired typeface does not exist, do not use the bold or italic buttons in Word, Publisher, QuarkXPress, or other applications to fake it. Use another typeface.
- Are all fonts included?

## INK COLORS

- Is color specified as it will be printed, either spot color or process?
- Does each spot color use only one plate?
- Are all spot colors properly identified with the correct Pantone name?
- Have all unused colors been removed from the document's color palette?

## PAGE AND LAYOUT

- Have all leftover graphics and text been removed from the document, even if they fall outside the image area?
- Have all unnecessary marks been removed?
- Do any remaining non-printing marks, such as scores or die lines, use a separate plate?
- Are all line weights specified by a point size? Setting the weight to "hairline" will result in a one pixel line on the plate; the typical weight to use instead is .25 pt.
- Does the file have sufficient margins? In most cases, the minimum margin is 1/8" on all sides.
- If applicable, is the bleed 1/8"?
- Does the file use the correct page size? Unless directed otherwise, the page size should be the same as the desired finished size.
- Is the file one up on the page? Unless directed otherwise, always supply jobs one up; our software will perform all necessary impositions.
- Have you carefully proofread and spell-checked your document?**

QUESTIONS? CONTACT US!

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