

## Prepress Guidelines

### Welcome to Mullen Publications, Inc.

Please consider us your partner. We want to help you make your publication be the best it can be. This info will help you become familiar with the procedures for creating and sending your print job to us.

Please contact us you need clarification.

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#### Design:

The estimate you received is, most likely, based on a “Press-Ready” PDF document. If you are unsure what that means, keep reading, I’ve included some information below that will give you everything you’ll need to create a press-ready pdf. We are happy to help with image adjustments if you would like. Just let us know in advance.

You probably received some “trim” and “image area” specifications in your estimate or while speaking with one of our staff. The “trim” size is your document size. ie: 11.25 inches by 17 inches. The “image area” will be one inch less in both directions. This allows for a 1/2 inch margin on all four sides of each page. Please keep this margin clear of ALL type and images. The only exception would be on your center spread, where you can span the center gutter. (Please see the diagram on the last page for an example of your document page.)

Your images should be CMYK and Grayscale. Not RGB. You resolution should be 200 pixels per inch. Please keep your “black only” pages, black only.

#### Preflighting:

1) Before sending your job to us (packaging or creating a pdf) it is necessary to preflight your files. Open your completed document. Go to File->Preflight. InDesign will analyze the document’s fonts, images and colors.

2) The next window to appear will be the Preflight window with the tab “Summary” showing. It will list the results by Fonts, Links & Images, Colors & Inks. Look for anything listed as Missing or Incomplete, as they will have to be dealt with.

3) Dig deeper into detail by clicking on Fonts (left column). You will see a list of your fonts used in the document. Here is where you will see the names of any problem fonts that will have to be corrected.

4) Click on Links & Images: Here is a list of your images. The image Type should read **Grayscale (B&W) or CMYK**. If you see any RGB, INDEX or anything else you will need to go back into the layout and Photoshop to fix this. Click once on each image in the list to check it’s resolution. The Actual ppi and the Effective ppi will be shown below the list. **Ideally you want your Effective ppi to be 200 X 200 or greater.** You can get by with lower resolutions, but the lower you go, the less quality or pixilated the image will be. Status column: all should read Linked. If anything is Embedded we cannot make any adjustments to the image. We will print what is embedded. ICC Profile: Ignore.

5) Colors and Inks: Ignore. Unless you are printing a spot color job. If so, contact us first so we can go over other common issues in spot color jobs. Spot color jobs would be if you want your paper printed using black and one other color like blue or red. (not process color).

6) After fixing any problems you found in Preflight, save your file and Preflight again. You are now ready to create a Press-Ready pdf. Note: A Press-Ready pdf is the fastest, least expensive way to get your file ready for press.

*Here are some tips for adjusting images prior to making your press-ready pdf.*

Use Photoshop’s eyedropper tool with the sampling set to 3px by 3px average. Hold the eyedropper over the portion of the image to be measured and note the readout in the INFO palette (Window->Info).

Correcting grayscales: The darkest areas (aka shadows) should read 87-90%. The lightest areas (aka highlights) should read 0-5%. The midtone areas should look just a little lighter than you want. Also, as a last step, go to Mode->Adjustments->Brightness/Contrast and add a little contrast (+3 to +5.)

Correcting color images: Images should be CMYK. Flesh tone areas should have the yellow and magenta areas pretty close together with the yellow being just a little higher than magenta. ie: Yellow 32%, Magenta 30%.

Balanced white areas should read (CMYK respectively): 10,6,6,0; or 8,6,6,0; or 6,4,4,0. Get the idea? If your white areas are reading a higher yellow or magenta, your final print will show yellow or magenta. Various monitors display this differently and are hard to judge color by. I always suggest using the numbers instead of your eyes.

*What goes into creating a Press-Ready PDF.*

When created properly, the pdf will downsample the resolution of any images that have more resolution than is necessary. All fonts used in the document will be embedded into the pdf so it is available when we RIP your file. Grayscale (black and white) images and type should be black only, not RGB or Registration.

**Remember:** You now have access to our entire library of video tutorials. The videos are short, easy to understand, and can save you on headaches and printing cost. Visit our web site to view our tutorials. [www.mullenpublications.com](http://www.mullenpublications.com)

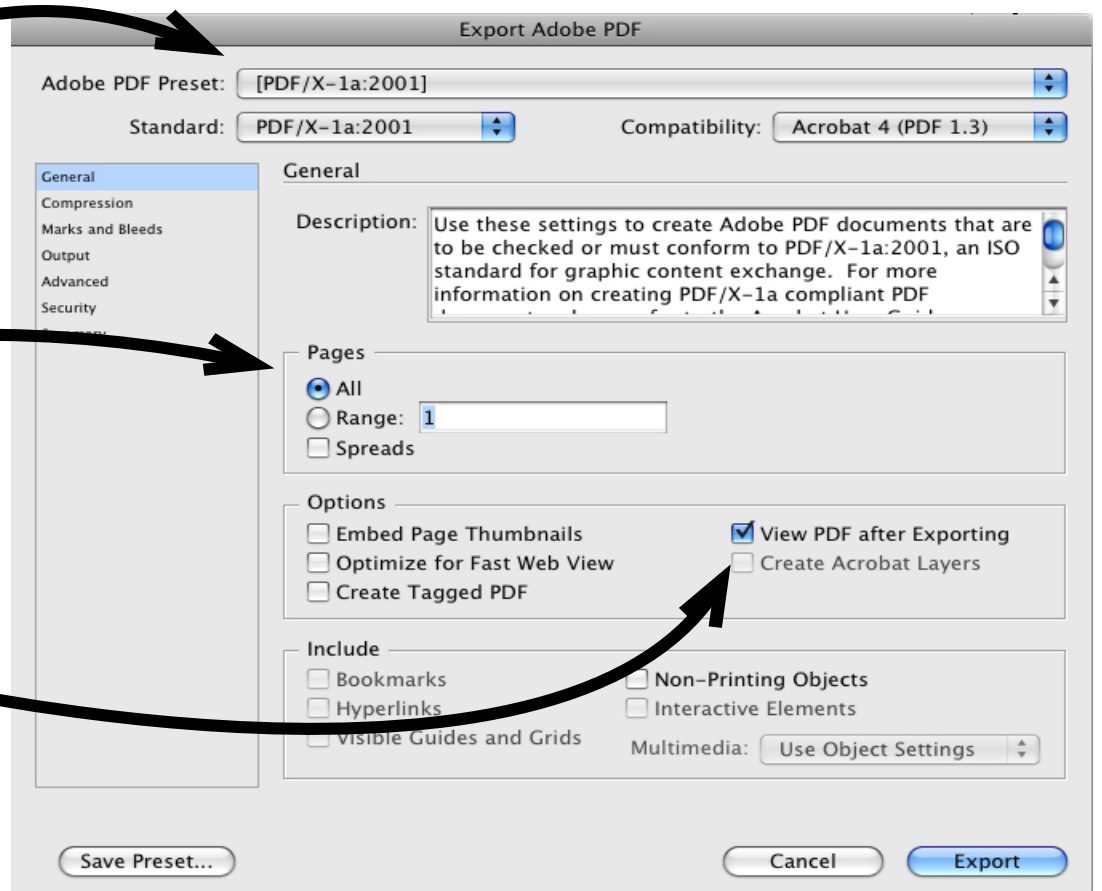
#### Creating a Press-Ready PDF:

A pdf is the most cost effective way to print your file. After you’ve Preflighted your file, check the Tool palette to be sure you are using the Selection Tool (black arrow tool), then go to File->Export. Choose a location and name for your pdf. The next two pages will show you the pdf settings from InDesign. If you are using QuarkXpress, you should be able to apply the settings, though the interface will look different.

Start by selecting PDF/X-1a:2001.

Choose your pages.

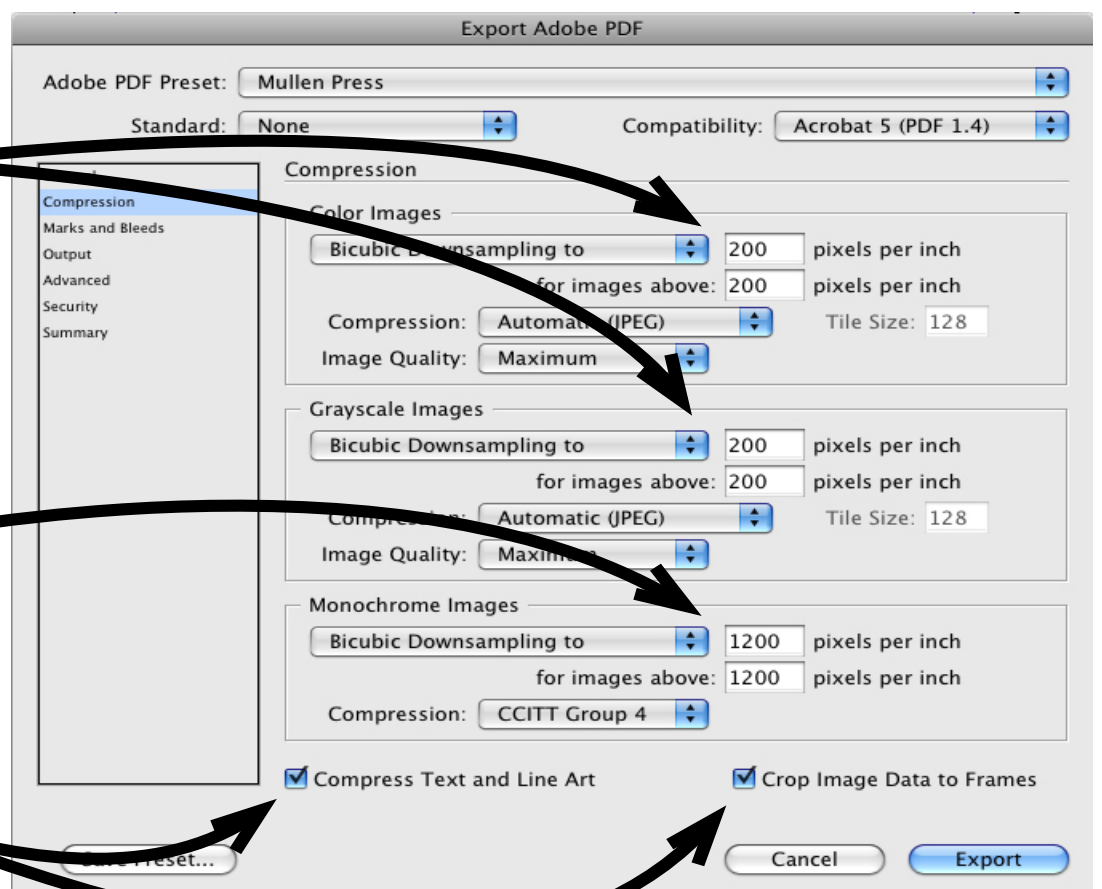
Always view your pdf before sending to press.



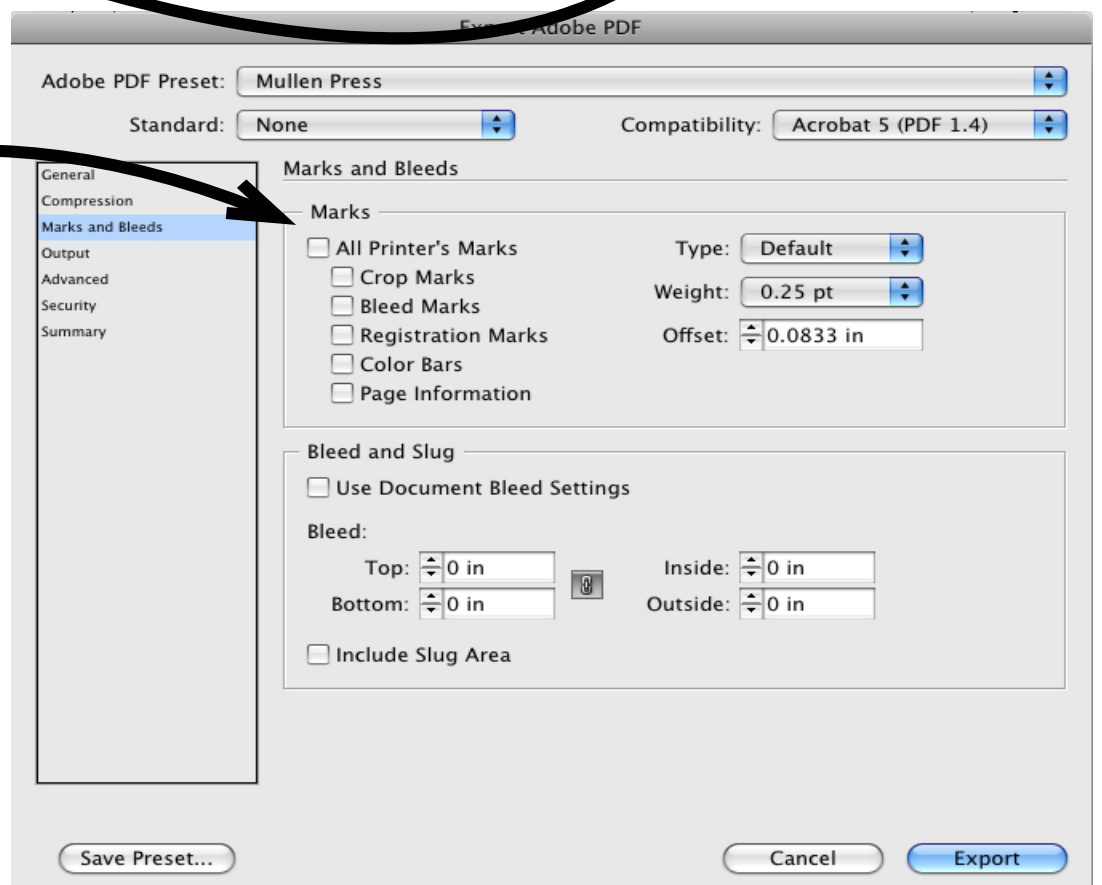
Downsample color and grayscale images to 200ppi for images above 200ppi.

Monochrome images should be above 600ppi.  
(600 - 1200 will be fine.)

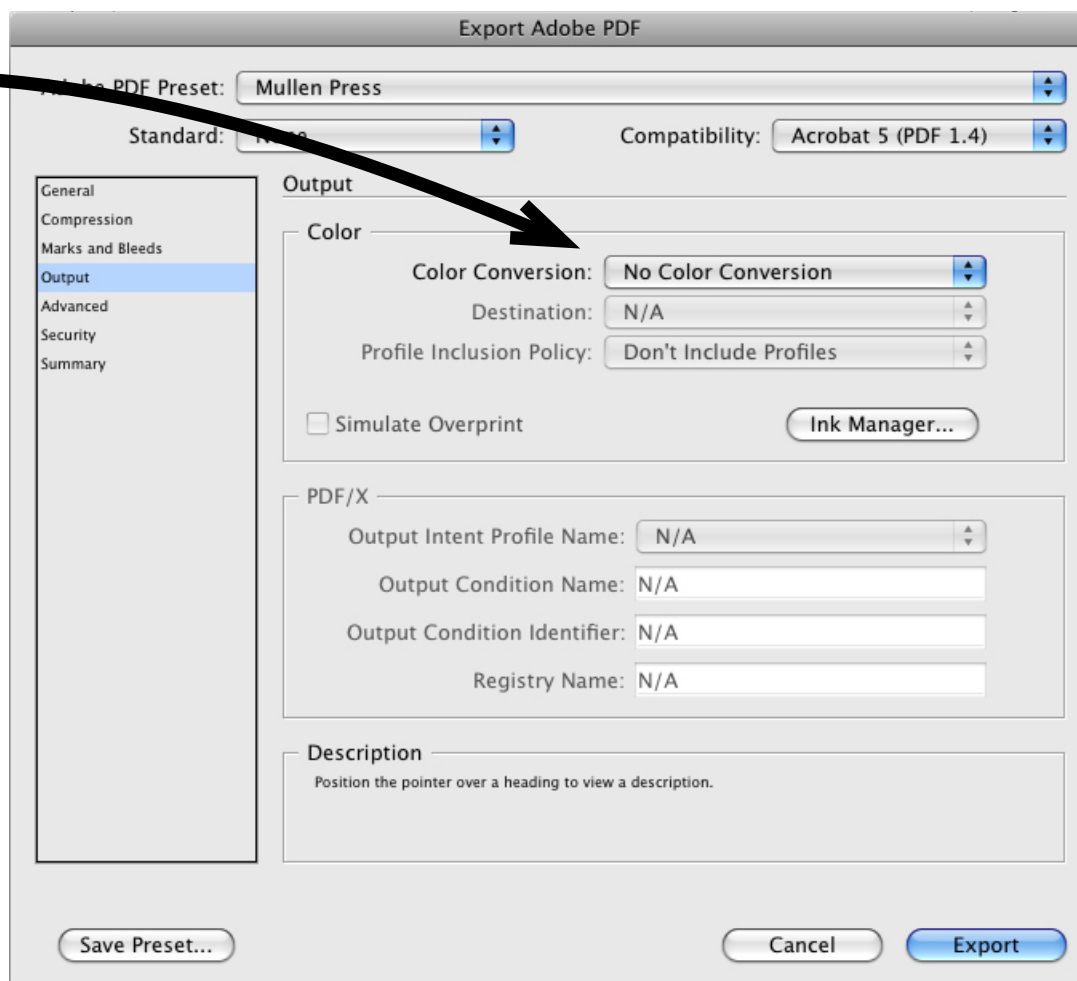
Enable these two check boxes.  
(Makes for a smaller file size)



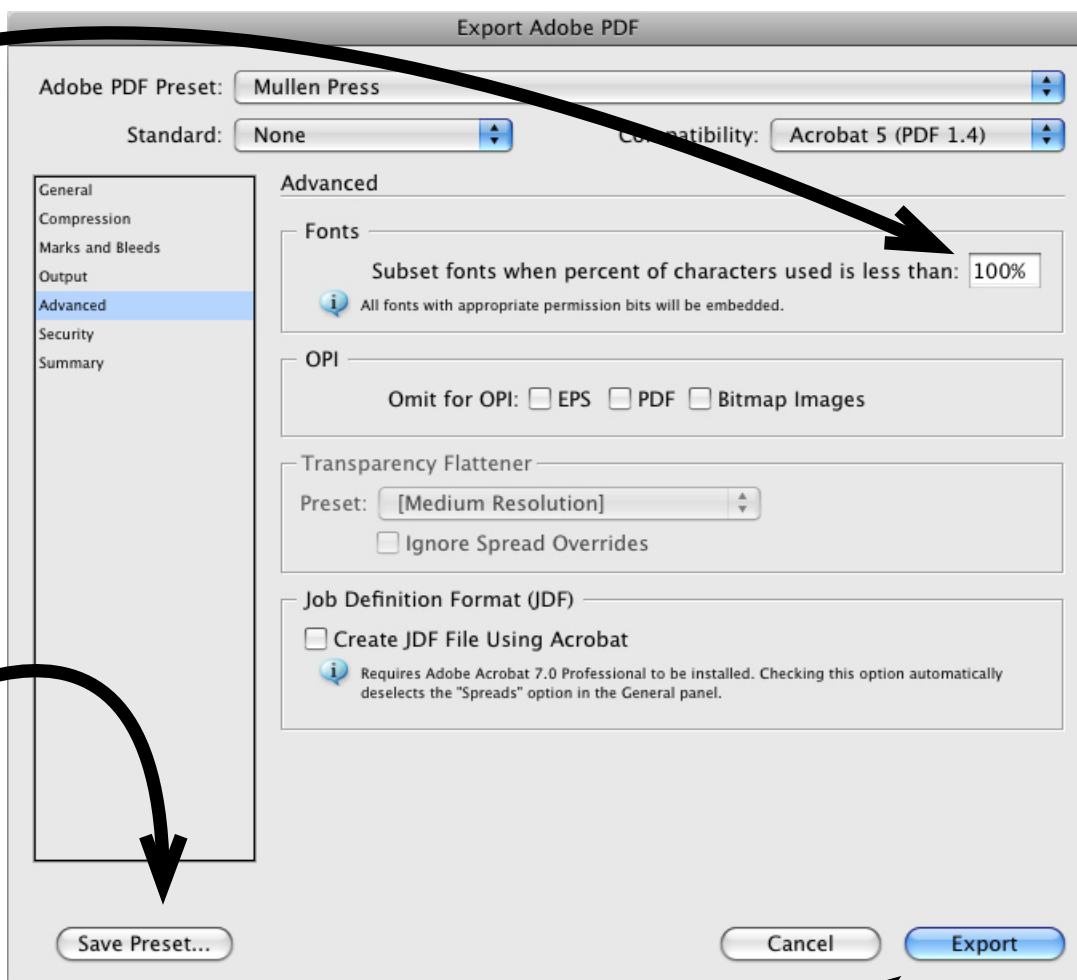
All marks should be unchecked.  
(It's okay to have marks if you really want them)



No color conversion.



Fonts should read "100%."



Click "Save Preset" to save your settings for future use.

You are now ready to export your pdf.

Using these settings will give you the best looking publication that can be printed based on your original files. If you have any questions please call us at 704-527-5111.

