



Customer Project Primer

A Reference For Your File Preparation

In order to ensure your next project is as perfect in print as it is in concept, Corcoran Printing has prepared this easy to follow primer for helping you prepare your files. Most of the material presented herein should be old-hat while some material will be new. Every printer is different and we want to make sure that when working with us, your experience is as smooth as possible.

File Types & Formats

We accept both Mac and PC file formats.

- pdfs • tiffs • jpegs • psds (flat or layered)
- eps (If you are going to send an eps, please convert all fonts to curves or outlines)

We accept native files from the following Mac and PC programs.

- Adobe InDesign CS6 • Quark 8 • Adobe Pagemaker • Adobe Illustrator CS6 / Corel Draw
- Adobe Photoshop CS6 • Adobe Acrobat 10 • Microsoft Publisher 2010 • Microsoft Word 2010

It is critical that all files sent to us contain the following job parts or elements:

- The Native File • All Fonts Used • All Linked Artwork • A soft proof (hardcopy or PDF)

Most applications such as Quark, InDesign and Microsoft Publisher all have utilities in which all you need to do is a "Collect for Output" or "Pack and Go" where all elements of the job are collected and put in one convenient location in order for you to burn, copy, or e-mail to us.

File Specifics

Now that you know the types of files we handle, let's go over the specifics of how each of your files should be saved.

- **RESOLUTION:** The resolution of all artwork should be 300 dpi. We realize that sometimes this is not possible, but the better the resolution - the better the image will reproduce. *Tip: images pulled from the internet are almost always 72 resolution and reproduce rather poorly.
- **COLOR:** Images should be CMYK only. If RGB images are sent, there will be a dramatic color shift after we run our preflight on your files.
- **BLEED:** Please leave 1/8 inch around your entire document and extend color or image out past the cutmarks. For example, if you have an 8.5x11 document and the color or image takes up the entire document, add the bleed and when making your PDF, make the document size 9.5 x 12, turn cutmarks on, turn bleed on (.125) and create your PDF.



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Sending Your Design Files: Now that your file is created and saved, you are now ready to send us your files and begin the prepress phase of your project. Whether you are sending a press ready PDF or native files (document, fonts and artwork) please select from the following methods of delivery.

- **Upload Print Ready PDF (Preferred Method):** By visiting our website, our customers are able to take advantage of our online "Send Us Files" button. Upload your print ready PDF files all within a few mouse clicks. This is our most efficient way of getting your files for us to print. You may also send us your native files. Perform a "Collect For Output" or manually collect the document, artwork and fonts. Compress the collect for output or pack and go folder by utilizing compression tools such as winzip or stuffit. This will ensure the file size is smaller which will reduce the amount transfer time it will take for us to receive your files and begin production on your project. Complete all of the required information, select the file/archive you want to send us and click on the "SEND IT" button.
- **Traditional Methods:** If the online file transfer method or FTP site are not for you, we always accept files via e-mail (max. file size of 8MB), disk (cd and dvd) and portable thumb drives.
- **Dropbox.com:** If you will be doing multiple projects with us, you can take advantage of folder sharing courtesy of dropbox. This free utility allows you to set up a folder on your local computer and share any files placed inside with anyone you would like to invite.



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TOP 10 LIST

In order to avoid incurring additional file preparation charges, we have prepared this Top Ten List to help preflight your files.

Corcoran Preflight Checklist

- 1. All fonts & artwork should be included with the job.
- 2. All images should be CMYK or GRAYSCALE (not RGB).
- 3. Artwork should be 300 dpi for best results.
- 4. All colors should be designated as CMYK or SPOT.
- 5. Images should not be enlarged by more than 10%.
- 6. An 1/8" bleed should be on all documents with bleed.
- 7. Cutmarks should be turned on when making a PDF.
- 8. A softproof should be included with every job, hardcopy or a PDF.
- 9. Run spellcheck over your job & proof read.
- 10. All info pertaining to the job should be submitted: Size, Qty, Stock, Color & Shipping Info.



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