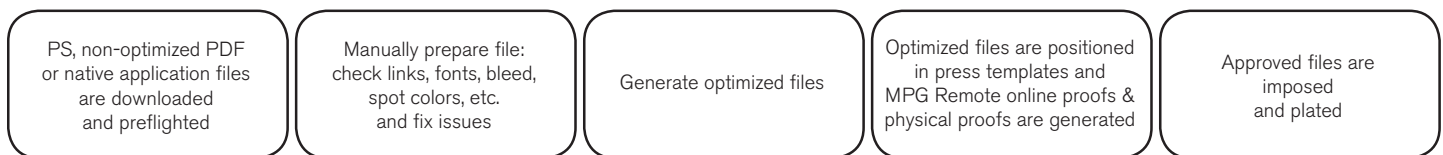


### PrintReady Optimized Direct-to-Proof Workflow



### Traditional Workflow – Full Prep



### PrintReady File Submission Guidelines

#### Fonts

All fonts used within the source document must be embedded within the PDF file.

#### Acrobat Settings

All PDFs should be created with “Press Ready” Acrobat settings to ensure that they are hi-resolution.

#### Crop Marks

All PDFs should consist of single independent pages with crop marks at the final trim size and a minimum of .125” bleeds. The page crop marks should be offset from the page by a distance equal to the bleed with the minimum distance being .125”.

#### Trapping

PDFs should not be supplied with any trapping applied to page content.

#### Type Safety

Leave a safety margin of 3/16 inch around each page for type and other elements not intended to bleed.

#### Total Ink Density

Total CMYK overprint ink densities should not exceed 300%. This includes images which should also have an ink limit of no more than 300%.

#### Color Space & Resolution

For 4-color work all images and graphics must be in the CMYK color space and be high resolution (300dpi placed @100%).

All PDFs should be supplied as composite color for 4cp work.

For spot color work, all spot colors must be named consistently with the ink intended on the final product. Spot color names should not be mismatched (ie. Pantone 330 CVC and Pantone 330 CV) or converted to 4c process.