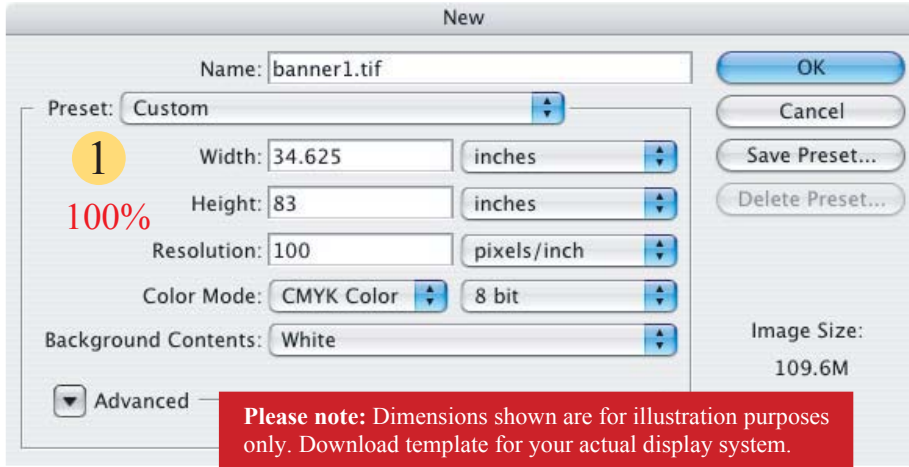




# Allegro Marketing print-ready file requirements for Adobe Photoshop TIF: MAC or PC (MAC: Photoshop CS screen shots shown)

**Important!** Pricing for all Photoshop designed graphics is based on our receiving files prepared to our print-ready TIF requirements. Before submitting to us, print your TIF file, double-check spelling, review overall page design and insure your final file is 100% ready for us to print. This is your final proof as no additional proofs will be supplied before production. By submitting your artwork to us, any Photoshop files received that do not comply with these print-ready requirements classify as working files and the appropriate charges will be added to your order for us to properly prepare your files for printing. **Please note:** Native format Photoshop application files (PSD) are *not* print-ready.

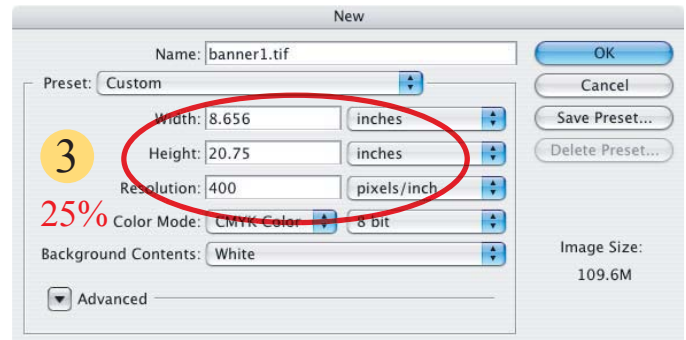
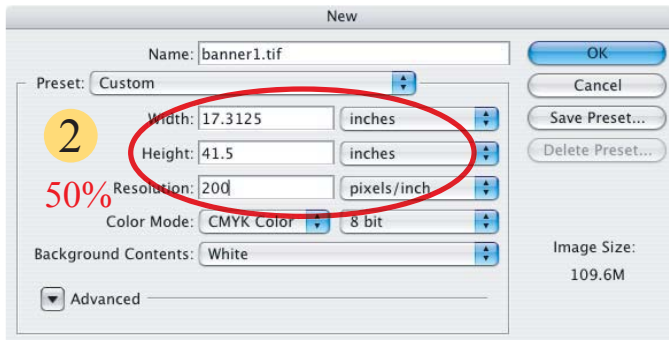
☒ For optimum reproduction, setup your image in inches at actual (100%) print size (maximum resolution: 100 pixels/inch); Color Mode: CMYK color; 8 bit (see > image 1).



## your print-ready checklist

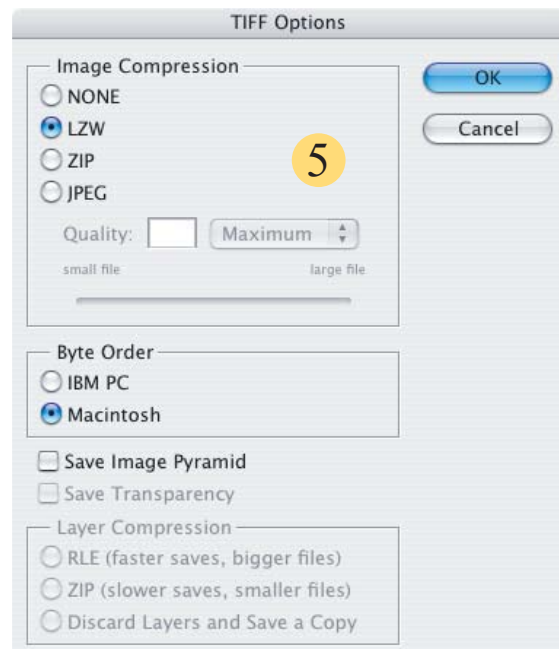
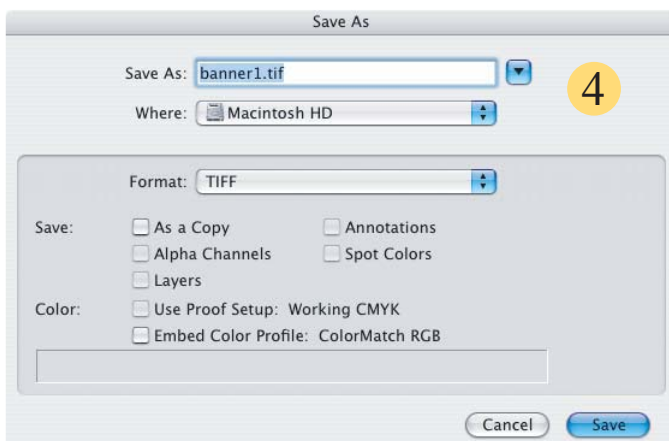
- ☐ file format: .TIF
- ☐ color mode: CMYK
- ☐ alpha channels: None
- ☐ layers: None (flatten)
- ☐ resolutions & scaling: 100ppi @100%  
200ppi @50%  
400ppi @25%
- ☐ annotations: None
- ☐ color profile: None
- ☐ compression: LZW
- ☐ byte order: Macintosh

Optionally, you may scale your image size to either one half (maximum resolution: 200 pixels/inch) or one quarter (maximum resolution: 400 pixels/inch) the final print size (see > images 2 & 3).



**Please note:** Setting resolutions higher than our requirements is counter productive. It significantly increases file size, download, preflight and printing times and does nothing to improve print quality. An art setup charge will be added to your order for us to reduce your file to the required resolution before printing.

☒ Before submitting, flatten artwork into one (1) "print-ready" file by saving in TIFF (.tif) format with no alpha channels, no layers, no annotations and no embedded color profile (see > image 4), using LZW image compression and Macintosh Byte Order (see > image 5).





# Allegro Marketing print-ready file requirements for Adobe Illustrator AI: MAC or PC (MAC:Illustrator CS screen shots shown)

**Important!** Pricing for all Illustrator designed graphics is based on our receiving files prepared to our print-ready AI or PDF requirements. Before submitting to us, print your AI or PDF file, double-check spelling, review overall page design and insure your final file is 100% ready for us to print. This is your final proof as no additional proofs will be supplied before production. By submitting your artwork to us, any Illustrator files received that do not comply with these print-ready requirements classify as working files and the appropriate charges will be added to your order for us to properly prepare your files for printing.

**Please note:** Illustrator EPS files (.eps) *are not* print-ready.

- ☒ For optimum reproduction, setup your image in inches at actual (100%) print size;  
Color Mode: CMYK color (*see>image 1*). Optimum resolution for placed images:100 pixels/inch (ppi).

## your print-ready checklist

- ☐ file format: .AI
- ☐ color mode: CMYK
- ☐ fonts: none Create outlines
- ☐ loose fonts: Delete all
- ☐ layers: one Flatten artwork
- ☐ image resolutions 100ppi @100%  
& scaling: 200ppi @50%  
400ppi @25%
- ☐ unused art deleted outside artboard
- ☐ artwork masked to artboard
- ☐ PDF compatible: Yes
- ☐ linked files: Include (embed)
- ☐ use compression: Yes

Optionally, you may scale your document size to either one-half (optimum resolution for placed images:200 pixels/inch.) or one-quarter (optimum resolution for placed images:400 pixels/inch.) the final print size (*see>images 2 & 3*).

- ☒ **Before you submit** your final Illustrator AI file, follow these steps to insure it's print-ready.

**Clean up your art:** 1). Double check your document size to make certain it's setup to the proper template dimensions. 2). Delete all unnecessary layers. 3). Select & delete all "unused" objects left laying around outside the artboard. 4). Mask all artwork to the artboard. 5). Flatten Artwork into one layer. 6). Convert all fonts to outlines and 7). Delete all loose fonts (Type/Find Font...).

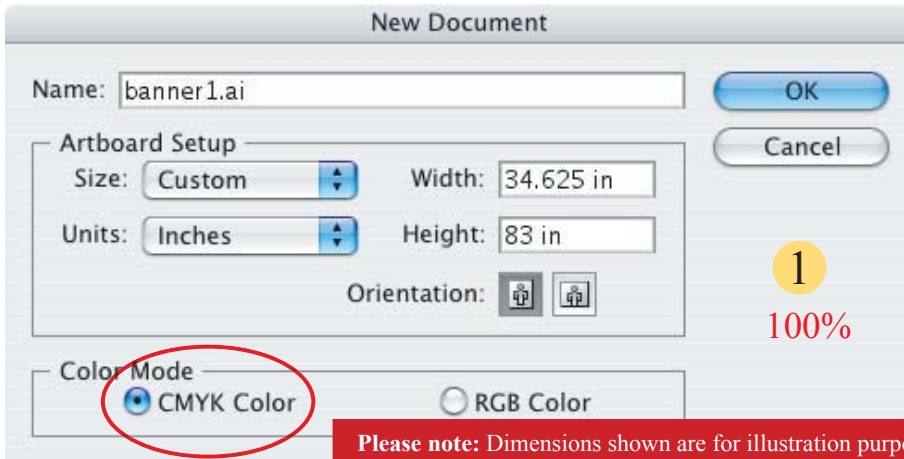
**Save in AI** (Adobe Illustrator Document) **format**. Check Create PDF Compatible File, Include Linked Files and Use Compression (*see>image 4*). **Do not submit as Illustrator EPS**. EPS file sizes are significantly larger and classify as working files (*see>image 5*).



# Allegro Marketing print-ready file requirements for Adobe Illustrator PDF: MAC or PC (MAC:Illustrator CS screen shots shown)

**Important!** Pricing for all Illustrator designed graphics is based on our receiving files prepared to our print-ready AI or PDF requirements. Before submitting to us, print your AI or PDF file, double-check spelling, review overall page design and insure your final file is 100% ready for us to print. This is your final proof as no additional proofs will be supplied before production. By submitting your artwork to us, any Illustrator files received that do not comply with these print-ready requirements classify as working files and the appropriate charges will be added to your order for us to properly prepare your files for printing. **Please note:** Illustrator EPS files (.eps) are not print-ready.

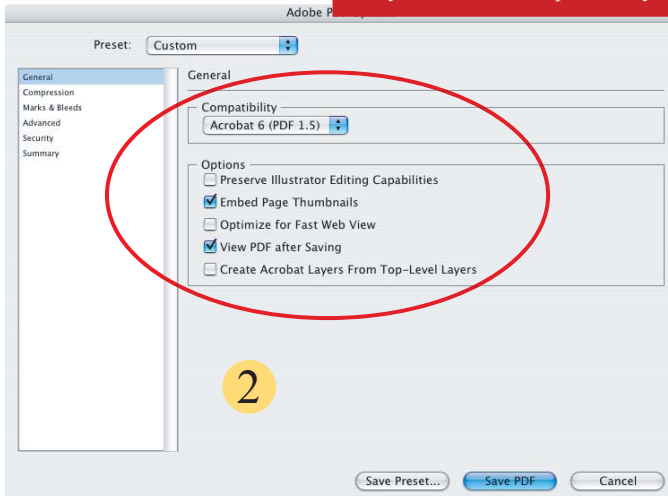
☒ To setup your document for print-ready reproduction, see our Adobe Illustrator AI print-ready file requirement page.



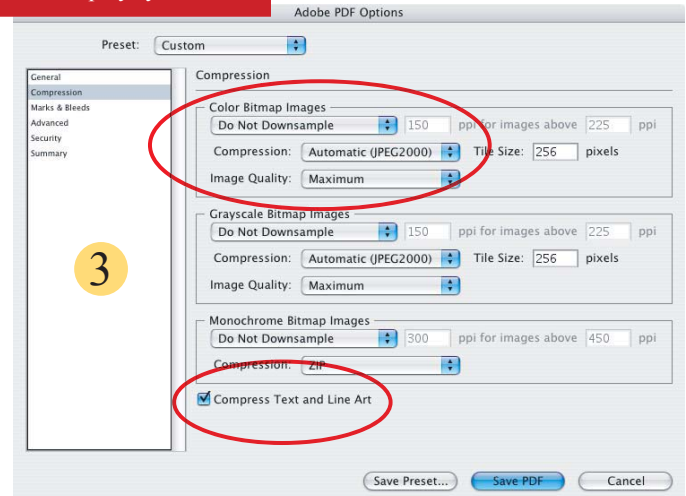
**Please note:** Dimensions shown are for illustration purposes only. Download template for your actual display system.

## your print-ready checklist

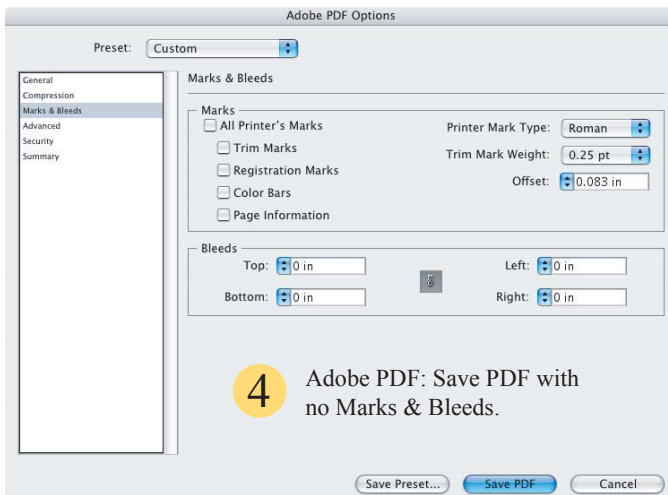
- ☐ file format: .PDF
- ☐ color mode: CMYK
- ☐ fonts: none Create outlines
- ☐ loose fonts: Delete all
- ☐ layers: one Flatten artwork
- ☐ image resolutions 100ppi @100%  
& scaling: 200ppi @50%  
400ppi @25%
- ☐ unused art deleted outside artboard
- ☐ artwork masked to artboard
- ☐ compatibility: Acrobat 6 or 5
- ☐ downsampling: None
- ☐ compression: JPEG2000 or AUTO
- ☐ image quality: Maximum
- ☐ marks & bleeds None



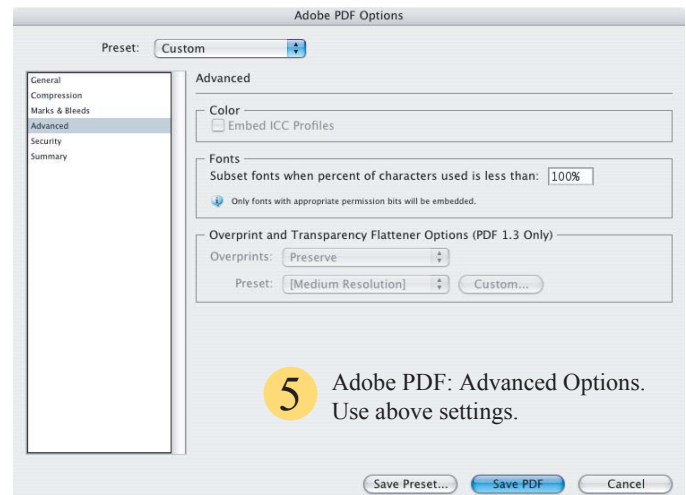
Adobe PDF: General settings. Save as Acrobat 6 (*Acrobat 5 in AI 9 or AI 10. See image 6, pg 2*). Deselect Preserve Illustrator Editing Capabilities, Embed Page Thumbnails, select View PDF after Saving



Adobe PDF: Compression settings. Do Not Downsample, compress with Automatic JPEG 2000 (*Automatic in AI 9 or AI 10. See image 7, page 2*) using Maximum Image Quality.



**4** Adobe PDF: Save PDF with no Marks & Bleeds.



**5** Adobe PDF: Advanced Options. Use above settings.





# Allegro Marketing print-ready file requirements for Adobe Illustrator PDF: MAC or PC

## Before you save as PDF

**Clean up your art:** 1). Double check your document size to make certain it's setup to the proper template dimensions. 2). Delete all unnecessary layers. 3). Select & delete all "unused" objects left laying around outside the artboard. 4). Mask all artwork to the artboard. 5). Flatten Artwork into one layer. 6). Convert all fonts to outlines and 7). Delete all loose fonts (Type/Find Font...).

**Please note:** An Illustrator PDF file properly prepared to our requirements is print-ready. *However, carefully proof all files before submitting to print as PDF leaves no room for error.* Once we receive your print-ready PDF file, it cannot be edited. Therefore, if your file requires editing, your order will be placed on hold while you update the original document, export it again to Adobe PDF and resubmit.

## Proof your print-ready Adobe PDF file.

Before submitting, print composites of your PDF file to your desktop color printer, double-check spelling, review overall page design and insure your PDF file is ready to print. Since your prints are not produced using the same media as your order, you cannot rely on them to accurately proof for color and therefore color shifts should be anticipated. If you have concerns about how your colors will appear when printed, contact your account manager to order a color accurate production proof.

*On-screen color proofing. Note: Unless you're utilizing a color management system (CMS) with accurately calibrated ICC profiles and are 100% certain you have properly calibrated your monitor, you cannot rely on the on-screen appearance of colors.* To order a color accurate production proof, contact your account manager.

## Applying compression and downsampling in Illustrator PDF files

When saving artwork as Illustrator PDF, you can compress text, line art and bitmap images. By adhering to our settings, you can significantly reduce the size of your PDF file with little or no loss of detail and precision.

The Compression area of the Adobe PDF Options dialog box is divided into three sections. Each section provides the following options for compressing and resampling color, grayscale, or monochrome images in your artwork. **Important:** The Preserve Illustrator Editing Capabilities option (in the General preferences area) counteracts aggressive compression and downsampling. Deselect this option before saving (see>image 2, Adobe Illustrator PDF requirements-page 1).

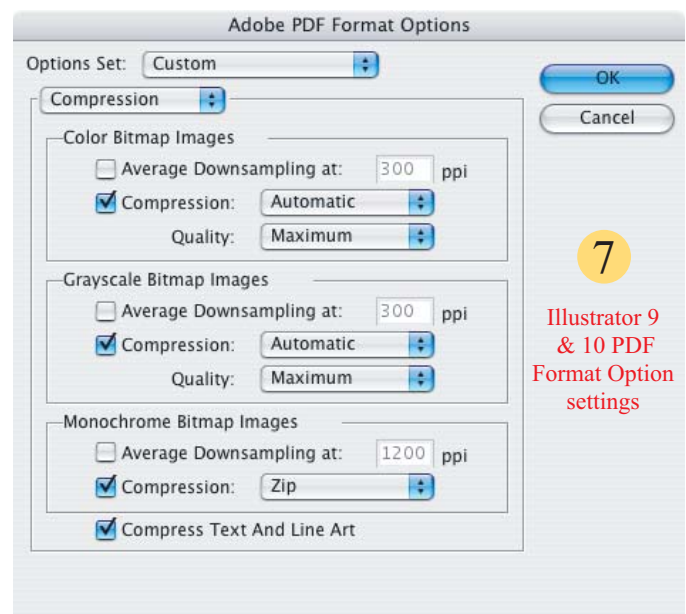
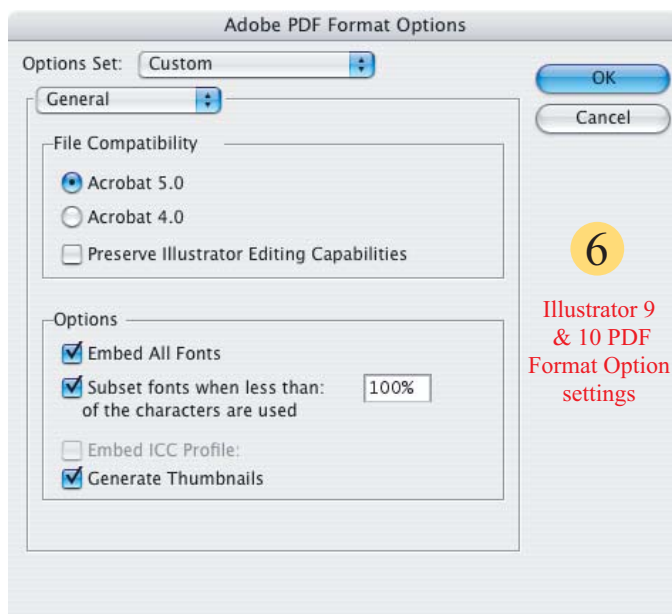
**Downsampling** (see>image 3 - Adobe Illustrator PDF-page 1) Downsampling refers to decreasing the number of pixels in an image. To print a PDF file at high resolution, **do not use down sampling**. Deselect this option to disable all downsampling options (AI 9 & AI 10, see image 6 below).

**Compression** (see>image 3 - Adobe Illustrator PDF-page 1) Determines the type of compression used. Select the Automatic JPEG2000 option to automatically set the best possible compression and quality for the artwork contained in the file. Use Automatic Compression with Illustrator 9 & Illustrator 10 (see>image 7 below) where JPEG2000 is not an available option. JPEG and JPEG2000 (the new international standard for the compression) are both lossy compressions, which means they remove image data and may reduce image quality; however, they attempt to reduce file size with a minimal loss of information.

**Image Quality** (see>image 3 - Adobe Illustrator PDF-page 1) Determines the amount of compression that's applied to images. Select Maximum Quality (AI 9 & AI 10, see image 7 below).

**Tile Size** (see>image 3 - Adobe Illustrator PDF-page 1) This option is only enabled when its corresponding Compression setting is JPEG2000. It determines the size of the tiles for progressive display. Use the default setting: 256

**Compress Text and Line Art** (see>image 3 - Adobe Illustrator PDF-page 1. AI 9 & AI 10, see image 7 below) Applies ZIP compression to all text and line art in the file. This method results in no loss of detail or quality.





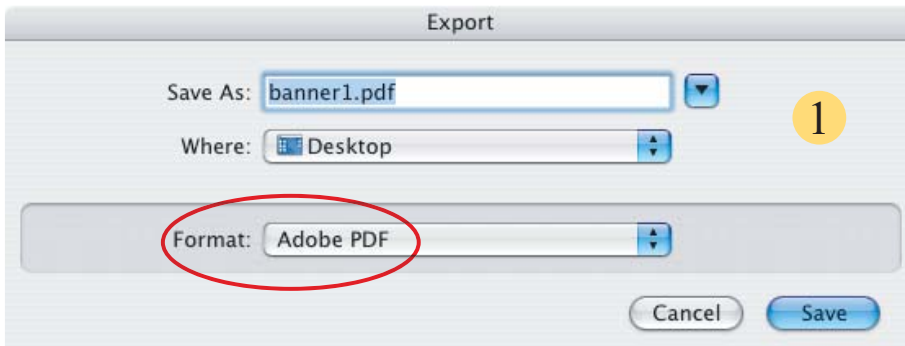
# Allegro Marketing print-ready file requirements for Adobe InDesign PDF: MAC or PC (MAC screen shots shown)

**Important!** Pricing for all InDesign designed graphics is based on our receiving files prepared to our print-ready PDF requirements. Before submitting to us, print your PDF file, double-check spelling, review overall page design and insure your PDF file is 100% ready for us to print. This is your final proof as no additional proofs will be supplied before production. By submitting your artwork to us, any InDesign application files received that do not comply with these print-ready PDF requirements classify as working files and the appropriate charges will be added to your order for us to properly prepare your files for printing.

**Please note:** Native format InDesign document files (.indd) *are not* print-ready.

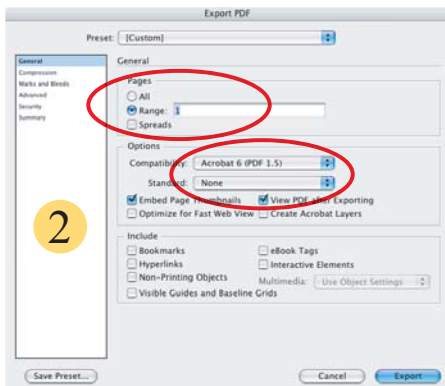


Export InDesign CS document as PDF (File>Export>Format: Adobe PDF)  
Individually export each page as a separate print-ready PDF file (see image 2 below).

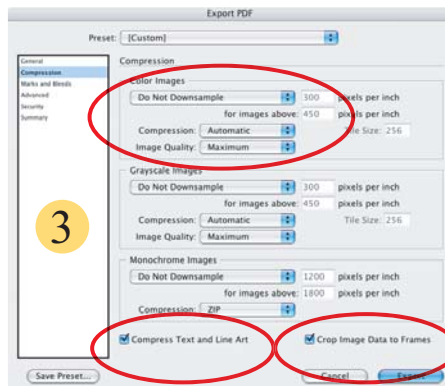


## your print-ready checklist

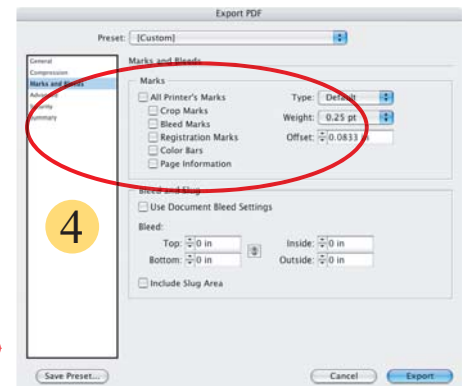
<input type="checkbox"/> final proofing:	Completed
<input type="checkbox"/> file format:	Adobe PDF
<input type="checkbox"/> compatibility:	Acrobat 6
<input type="checkbox"/> color:	CMYK
<input type="checkbox"/> page setup:	per template
<input type="checkbox"/> pages:	Individual files
<input type="checkbox"/> image resolutions & scaling:	100ppi @100% 200ppi @50% 400ppi @25%
<input type="checkbox"/> images:	Do Not Downsample
<input type="checkbox"/> compression:	Automatic
<input type="checkbox"/> image quality:	Maximum
<input type="checkbox"/> marks & bleeds:	None



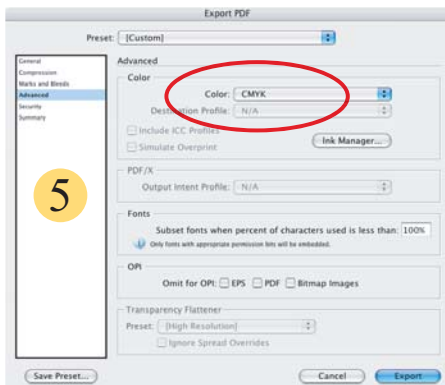
Export PDF: General settings (image 2) -  
Export each page individually; Compatibility:  
Acrobat 6.



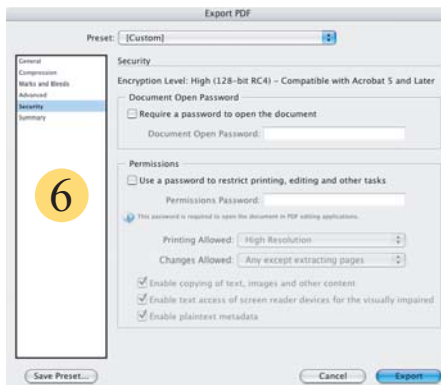
Export PDF: Compression settings (image 3)  
Do Not Downsample; Compression:  
Automatic; Image Quality: Maximum.



Export PDF: Marks & Bleeds (image 4) -  
Remove all settings.



Export PDF: Advanced settings (image 5) -  
Color: CMYK



Export PDF: Security settings (image 6) Add  
no settings here.

**Please note:** An InDesign PDF file properly prepared to our requirements is print-ready. **However, carefully review all files before submitting to print as PDF leaves no room for error.** Once we receive your print-ready PDF file, it cannot be edited. Therefore, if your file requires editing, your order will be placed on hold while you update the original document, export it again to Adobe PDF and resubmit.



# Allegro Marketing print-ready file requirements for Adobe InDesign PDF: MAC or PC

## *Checking your document before exporting to Adobe PDF*

**Please note:** Before creating your Adobe PDF file to submit for printing, make sure your InDesign document meets our print-ready requirements. **Carefully proof all files before submitting to print as PDF leaves no room for error.** Once we receive your print-ready PDF file, it cannot be edited. Therefore, if your file requires editing, your order will be placed on hold while you update the original document, export it again to Adobe PDF and resubmit.

- Use the InDesign Preflight feature to check fonts, links, graphics, and other information. (See Performing a preflight check in the InDesign Help menu). For information about font embedding, see About font embedding and substitution in the InDesign Help menu.
- View your Adobe PDF export settings prior to exporting, and adjust them to our requirements (see page 1).
- If your artwork contains transparency (including overprints), it's a good idea to preview the effects of flattening before saving the file. (See About flattening transparent artwork and Using the Flattener Preview palette in the InDesign Help menu.)
- Use only high-resolution CMYK images in your document.

## *Proof your print-ready Adobe PDF file.*

Before submitting, print composites of your PDF file to your desktop color printer, double-check spelling, review overall page design and insure your PDF file is ready to print. Since your prints are not produced using the same media as your order, you cannot rely on them to accurately proof for color and therefore color shifts should be anticipated. If you have concerns about how your colors will appear when printed, contact your account manager to order a color accurate production proof.

*On-screen color proofing. Note: Unless you're utilizing a color management system (CMS) with accurately calibrated ICC profiles and are 100% certain you have properly calibrated your monitor, you cannot rely on the on-screen appearance of colors.* To order a color accurate production proof, contact your account manager.

## *Applying compression and downsampling in Adobe PDF files*

When exporting documents to PDF, you can compress text, line art and bitmap images. By adhering to our settings, you can significantly reduce the size of your PDF file with little or no loss of detail and precision.

The Compression area of the Adobe PDF Options dialog box is divided into three sections. Each section provides the following options for compressing and resampling color, grayscale, or monochrome images in your artwork.

### **Downsampling** (see>image 3 - Adobe InDesign PDF-page 1)

Downsampling refers to decreasing the number of pixels in an image. To print a PDF file at high resolution, **do not use downsampling**. Deselect this option to disable all downsampling options.

### **Compression** (see>image 3 - Adobe InDesign PDF-page 1)

Determines the type of compression used. Select the Automatic option to set the best possible compression and quality for the artwork contained in the file.

### **Image Quality** (see>image 3 - Adobe InDesign PDF-page 1)

Determines the amount of compression that's applied to images. Select Maximum.

### **Compress Text and Line Art** (see>image 3 - Adobe InDesign PDF-page 1)

Applies ZIP compression to all text and line art in the file. This method results in no loss of detail or quality.

### **Crop Image Data to Frames** (see>image 3 - Adobe InDesign PDF-page 1)

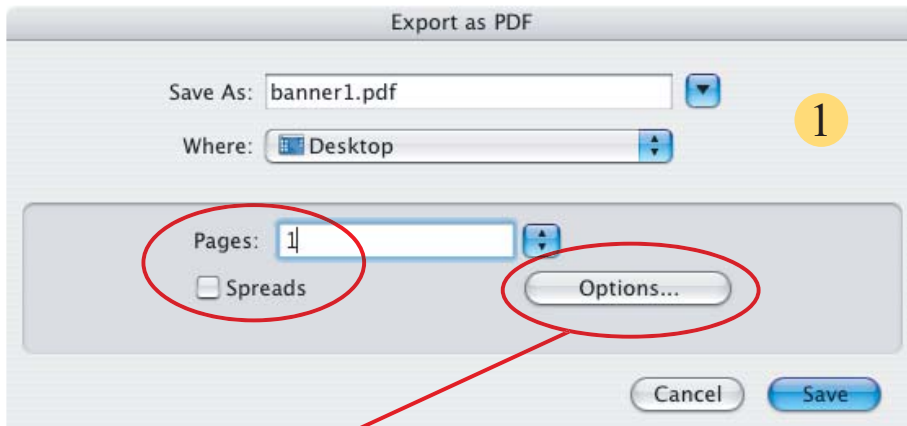
May reduce file size by exporting only image data that falls within the visible portion of the frame.



# Allegro Marketing print-ready file requirements for QuarkXPress 6 PDF: MAC or PC (MAC screen shots shown)

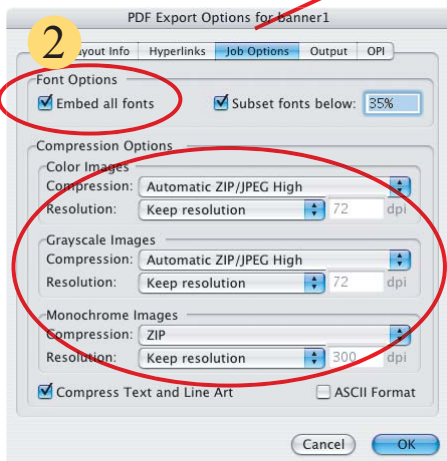
**Important!** Pricing for all QuarkXPress designed graphics is based on our receiving files prepared to our print-ready PDF requirements. Before submitting to us, print your PDF file, double-check spelling, review overall page design and insure your PDF file is 100% ready for us to print. This is your final proof as no additional proofs will be supplied before production. By submitting your artwork to us, any XPress application files received that do not comply with these print-ready PDF requirements classify as working files and the appropriate charges will be added to your order for us to properly prepare your files for printing. **Please note:** QuarkXPress 6 Project files (QXP) *are not* print-ready.

- ☒ Export QuarkXPress 6 Project as PDF (File>Export>Layout as PDF)  
Individually export each page as a separate print-ready PDF file (*see image 1 below*).  
Select Options to proceed.

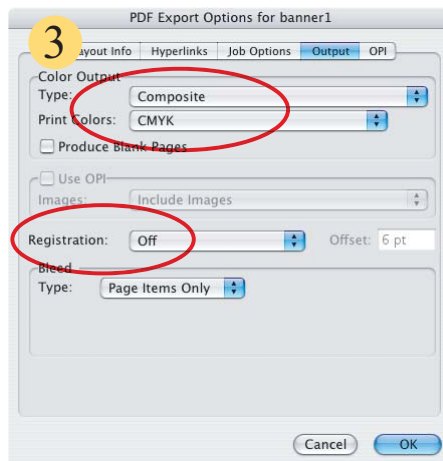


## your print-ready checklist

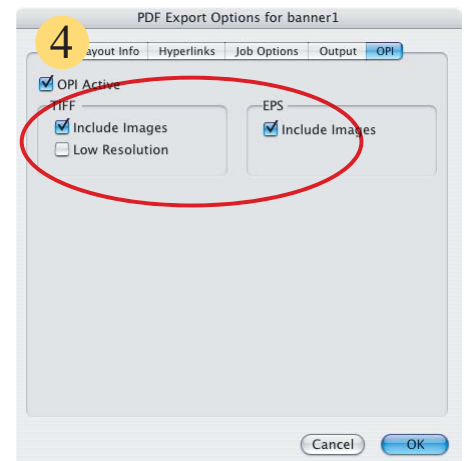
- ☐ file format: .PDF
- ☐ color output type: Composite
- ☐ print colors: CMYK
- ☐ page setup: per template
- ☐ pages: Individual files
- ☐ fonts: Embedded
- ☐ image resolutions & scaling: 100ppi @100%  
200ppi @50%  
400ppi @25%
- ☐ compression: Auto/High
- ☐ resolution: Keep resolution
- ☐ registration: Off
- ☐ OPI images: Included
- ☐ Hyperlinks: None



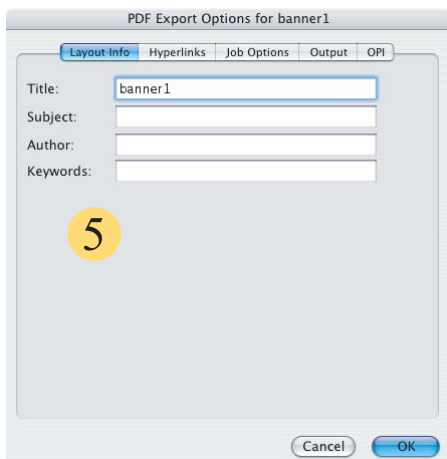
PDF Export: Job Options (image 2) - Embed all fonts; Set Compression Options as shown; Compress Text and Line Art.



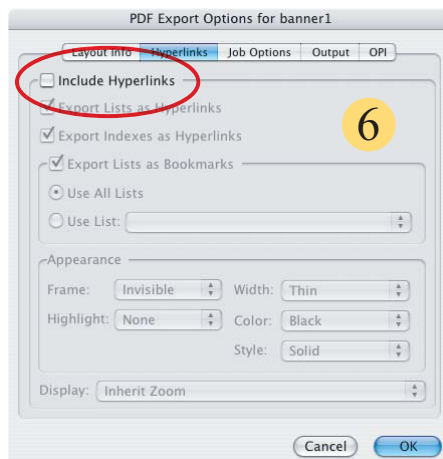
PDF Export: Output Options (image 3) - Color Output: Composite CMYK; Registration: Off.



PDF Export: OPI Options (image 4) - OPI Active: Include both TIFF and EPS images.



PDF Export: Layout Info (image 5) - Optional. Information entered here does not affect printing.



PDF Export: Hyperlinks (image 6) - Deselect Include Hyperlinks.

**Please note:** A QuarkXPress PDF file properly prepared to our requirements is print-ready. **However, carefully proof all files before submitting to print as PDF leaves no room for error.** Once we receive your print-ready PDF file, it cannot be edited. Therefore, if your file requires editing, your order will be placed on hold while you update the original document, export it again to Adobe PDF and resubmit.