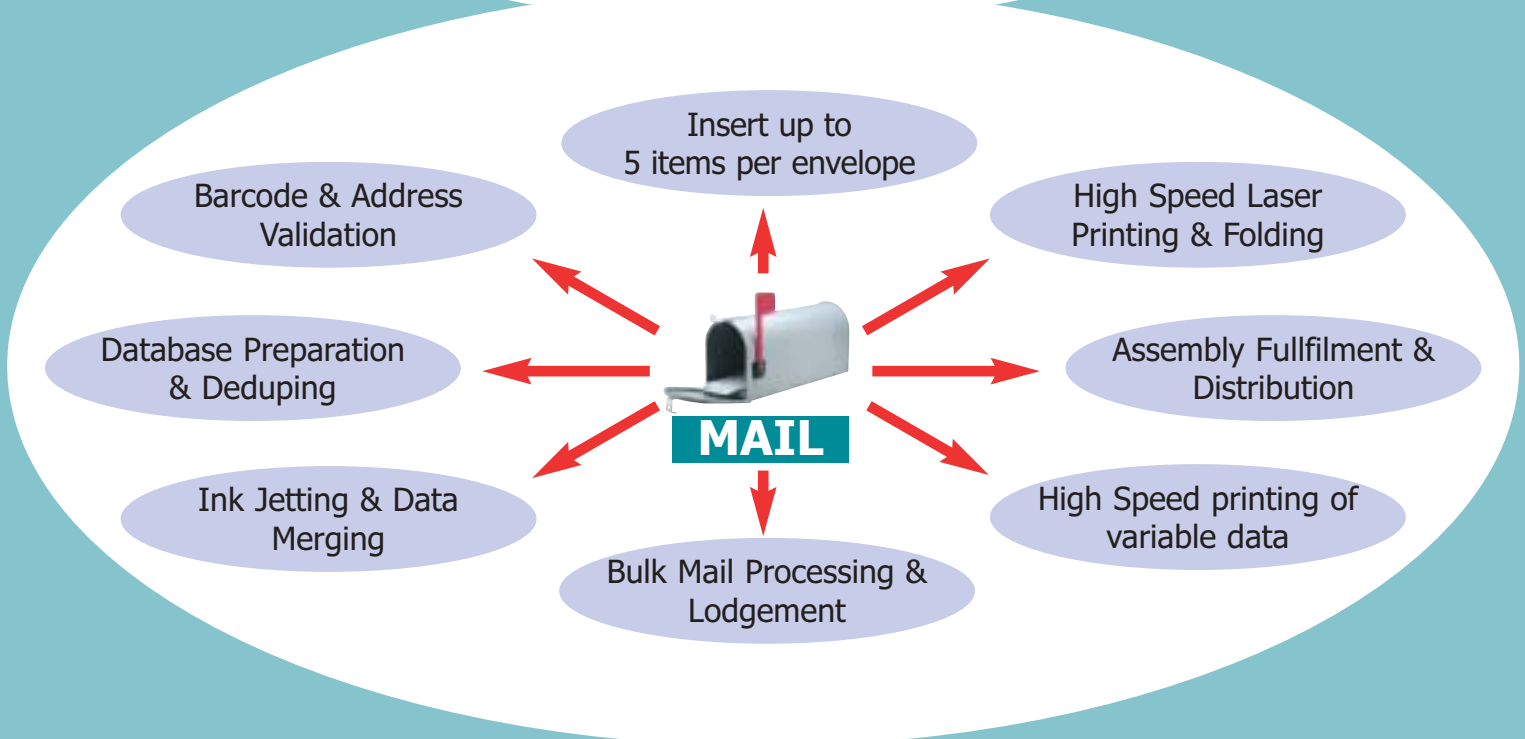
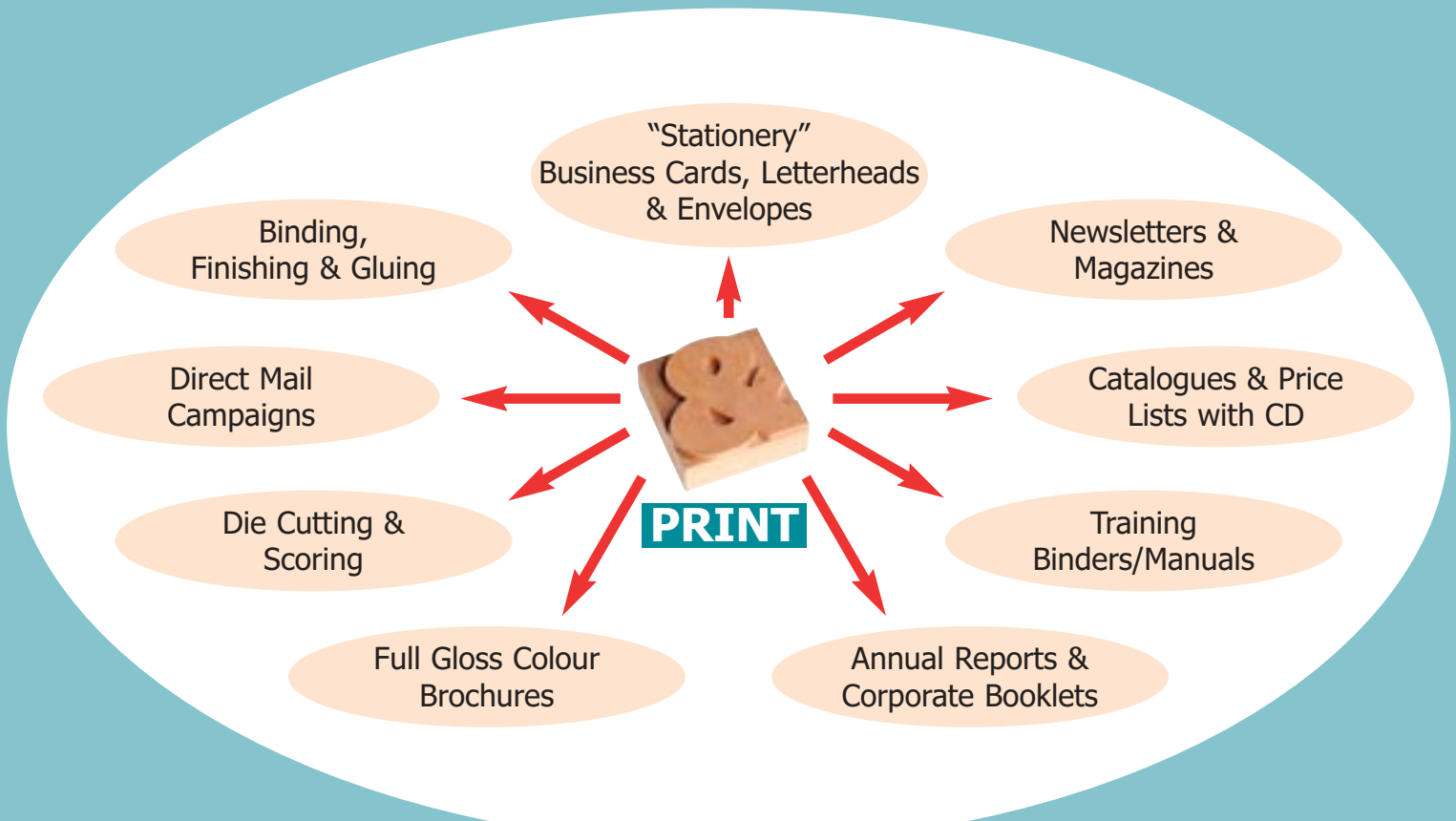


# complete Print-to-Post service



# automating the printing industry



The major advantage of Computer-to-Plate Technology (or CTP) is the elimination of film. With CTP you can save up to 20% of the cost of your average print job by doing away with the film component.

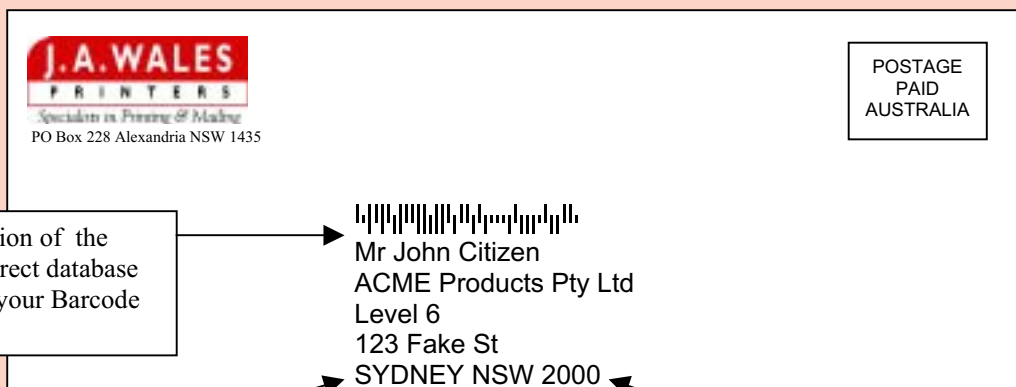
With CTP your files are downloaded directly from the computer onto the printing plate. Because we still use metal plates to print CTP jobs, there is no reduction in the quality compared to conventional printing.

CTP is environmentally friendly. With the elimination of film, processing chemicals, and waste products everyone's a winner . . .

# database guidelines

These guidelines have been prepared to assist our clients in organising Databases for Mail Merging/Processing and barcode matching. If your data doesn't look like this don't worry we can adjust it for you.

Below is a correct example of an addressed envelope designed to meet Australia Post Regulations.



Note the inclusion of the Barcode. A correct database will maximise your Barcode discount.

Note upper case lettering for last line of address.

The last two lines of an address are the most important. The state should always be abbreviated. Please make sure these details are correct & the **postcode is included**.

The preferred file format for a database is Microsoft Excel (both PC & Mac file formats are OK). Other database formats can be converted but be sure to contact us for information of their compatibility. Below is an example of a Microsoft Excel spreadsheet.

	A	B	C	D	E	F	G	H	I
	Title	First Name	Last Name	Position	Address Line 1	Address Line 2	Locality	State	Postcode
1	Mrs	Shirley	Yeomans	Chief Executive Officer	PO Box 93		GLEBE	NSW	1640
2	Mr	John	Carter		PO Box 115		SYDNEY	NSW	2001
3	Mr	Paul	Travis	Director of Engineering	PO Box 272		FRENCHS FOREST	NSW	2086
4	Mr	Peter	Costley		PO Box 349		MANLY	NSW	2095
5	Mrs	Vicki	Castello	Director	PO Box 1184		BONDI	NSW	2022
6	Mr	Conry	Bradley		PO Box 964		SYDNEY	NSW	2000
7	Mr	Matt	O'Neill	Managing Director	PO Box 1078		PALM BEACH	NSW	1655
8	Mr	Chris	Aston-Jones	Managing Director	PO Box 549		DEE WHY	NSW	2099
9	Mr	Anthony	Flannagan	Director	Suite 25	41a The Corso	MANLY	NSW	2015

Fictitious Database

Separate columns for Title, First Name & Last Name should be used especially if the database is to be merged into a letter.

Note extra Address columns can be added for each new line in an address.

Note upper case lettering and separate columns are used for Locality, State & Postcode details.

Note there is minimum punctuation and one character space only between address details.

# how to supply electronic artwork

At JA Wales, we support most industry standard programs such as QuarkXpress, Pagemaker, Illustrator, Indesign, Photoshop, Freehand, Coreldraw as well as PDF's created to our specifications.

Microsoft programs such as Word, Excel, Powerpoint and Publisher are also supported but may have some limitations, depending on their application.

We can read different forms of media, for example, Zip disks 100/250mb, CD-Rom, Floppy Disks and will also accept emailable files (up to 2Mb).

### Supplying logos and images

- avoid using logos and images sourced from web pages as these may lead to poor results (best results are achieved if logos are sourced from original designers and images from professional photographers)
- please advise if files over 2mb before being emailed



### Recommended

- the files be constructed in a page layout program such as QuarkXpress
- include all images and list/supply fonts used
- provide colour or black & white laser prints and mock-ups
- supplied on CD-Rom or Zip disk



As each print job is uniquely different, so too are the format and method for supplying electronic files. Below are some tips on how you can best supply your artwork.

### Using Microsoft Word

- Word documents can appear different from one computer to the next so please supply or fax a copy of exactly how the document should look like
- check that your options are set not to layout document using printer metrics (Tools -> Options -> Compatibility – Deselect “Use printer metrics to layout document)
- avoid using logos and images sourced from web pages as these may lead to poor quality
- use hard page breaks to avoid reflows of text
- use tabs in figures and tables instead of spaces
- Word doesn't list any missing fonts, so please indicated any fonts which do not originate from Microsoft Office
- Some RGB colours in Word may not print correctly in CMYK process (eg Blue prints Purple)



### Using a page layout program

- for QXP, colour picture box backgrounds white when importing images (except for .eps)
- use Black as a colour instead of Registration (unless you want every colour printing)
- do not impose pages, we have the software to do so
- do not draw in crop marks when the application can generate them for you, and keep the document page setup at the size of the final print
- keep the resolution of images at optimum size ie. approximately 300ppi when at 100% and crop unused area of the image to keep file size manageable
- do not apply trapping to layout document or to vector images (eg Illustrator) unless you supply separation printouts indicating where the trap has been applied
- if you are on PC platform, ensure that filenames are no longer than 36 characters
- avoid using “Hairline” to specify line weight, better to use an exact value eg. 0.3pt
- ensure at least 3mm bleed applied where required
- avoid using function keys as hotkeys for stylesheets etc (more than likely they are used by the program)

