

# J.A. WALES

## PRINTERS

Speed, Accuracy & Quality Commitment

# 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).

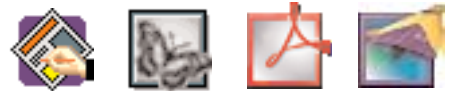
### Supplying logos and images

- 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)

