

*Warren's wants to ensure you get the best quality possible from your file submission.  
If you need assistance with setup or uploading, please contact your Account Manager.*

## PDF Files for Output

Warren's preferred format for file submission is PDFx-1a (Hi-Resolution PDF) in single page format with 1/8" bleed all around.

Warren's will still accept native application files (e.g., Quark, InDesign), but we are encouraging PDF submissions made from these native application files. Should you choose to submit application files, please remember to package all files and printer fonts that support your layout file. Failure to include these files will delay the processing of your job until the files are received.

Warren's preferred page layout applications are Adobe InDesign®, QuarkXPress®, and Illustrator®. We are capable of working both with Mac and PC versions of each application. Whatever you use, your digital files should be accompanied by a final hard copy output at 100% if possible.

## Bleeds

If you wish to print an object that extends to the edge of a page, a "bleed" is necessary. Extend the edge of the element 9 points or 1/8" past the edge of the page.

## Fonts

Warren's must have the identical fonts you have used to construct your page files. We ask that you send copies of those fonts along with your job. Please send both printer and screen fonts for Adobe Type 1 fonts. We recommend using Adobe Type 1 fonts or OpenType fonts.

Do NOT use style menu for styling! When formatting your text for italic or bold typefaces, select the bold or italic typeface in the font family, such as Times Bold or Times Italic, rather than selecting Times and then assigning it a bold or italic style from the style menu. If you have included text in an EPS graphic file, we must have the screen and printer fonts for that text before we can correctly produce your graphic. If possible, convert the text in EPS graphics to outlines, or make sure to embed all fonts when saving as an EPS. This will eliminate the need for the fonts.

## Graphics

There are many graphics formats, but only a few tend to be reliable. Stay with EPS, TIFF, and JPEG on Mac and PC. Using other file formats can be unpredictable. Test your files to make sure they print properly before committing to them, and call us if you have any questions.

## Digital Photography

If you will be using a digital camera to capture images for print production, you must use the highest resolution setting option with the least amount of compression. Digital camera manufacturers use many different terms and file formats when capturing high-resolution images, so please refer to your camera's manual for more information.

## Adobe Photoshop

- RGB and Indexed Colour images need to be converted to CMYK so that we can separate them properly. Colour shift will occur when they are converted to CMYK.
- Colour (CMYK) images should have a resolution of 300 to 350 ppi. Anything less than 300 ppi starts to degrade, and more than 350 ppi is overkill.
- A scanned image should be placed in a document at 100%. It can be enlarged up to 120% without noticeable loss of image quality. The image will degrade if enlarged greater than this.
- The best resolution for Bitmapped line art is 1200 ppi.
- Duotones should be created in Photoshop. With any specific colours, they should be named in Photoshop exactly as they are named in the page layout program, including Pantone and process colours.

## Data Transfer

Files may be sent to Warren's electronically. Large files or complete projects can be uploaded to the Warren's FTP site. Small files can be sent as email attachments. We will also accept files on CD or DVD.

Files need to be stuffed or zipped before uploading. Images and fonts can become corrupt or lose their previews making it impossible to tell what program they were done in.

**ftp://209.151.138.167**  
**username: production**  
**password: files**

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## Glossary

ASCII file	A text file containing only the American Standard Code for Information Interchange (ASCII) characters.
Bitmap fonts	Low-resolution fonts designed for the computer screen only (e.g., Chicago, Geneva, New York).
Bleed	An image or colour that extends past or “bleeds” off one or more trim edges of a page.
CMYK	Cyan, Magenta, Yellow, Black. The four “process” colours used in printing to reproduce full-colour images.
DPI	Dots Per Inch. Describes the resolution of an output device.
DTP	Desktop Publishing. Refers to typesetting done on computers and low-end scanners using off-theshelf page layout and scanning software.
EPS	Encapsulated PostScript. A file format that stores outlined images in PostScript language commands. This is the best format for high-resolution colour and black-and-white line art.
FPO	For Position Only. Refers to low-resolution graphics to be replaced with high-resolution graphics later in the production process.
JPEG	Joint Photographic Experts Group. Standard file type for colour and grayscale image compression.
LPI	Lines Per Inch. A unit of measurement for halftone screens.
PostScript™	A page description language developed by Adobe Systems, Inc. and used by many laser printers and imagesetters.
PPI	Pixels Per Inch. Describes the resolution of an image in Adobe Photoshop.
ApogeeX	The processing system that Warren’s uses to process its Hi-res printing files. These are sent directly to our platesetters.
RIP	Raster Image Processor. Hardware and/or software that translates images to the platesetter. Warren’s is a computer-to-plate (CTP) printer.
RTF	Rich Text Format. A generic word processing format that uses codes within an ASCII file to preserve formatting.
Spot colour	The use of one or more extra colours on a page, usually referred to as PMS (Pantone Matching System) colour.
TIFF	Tagged Image File Format. A high-resolution image. The preferred format for colour and halftones.
Trapping	The printing of one ink on top of another to achieve a third colour, or to overlap for registration.
Type 1 fonts	Adobe Postscript font that includes a Printer and Screen font.