We have assembled the following guidelines to help you submit files that will move through our work flow quickly and efficiently. These guidelines are designed to help prevent common and easily avoidable errors. They will cover native and PDF file submission. Please be sure that everyone that will be working on the book knows these guidelines. If you have any additional questions or comments feel free to contact us.

Note- One of the most helpful resources we offer is complete testing of files before submitting your final files. This is strongly recommended and will reduce the chance of any job being put on hold due to incomplete or problematic files.

Walsworth Print Group accepts most major file formats. Walsworth accepts files created from both Mac and PC platforms. Some software is not suitable for high-end printing. Walsworth suggests that you contact your Customer Service Representative if you do not see your software on the below list.

Software currently supported by Walsworth Print Group:

Application	Version
Adobe Illustrator	CS3, CS4, CS5, CS5.5, CS6, Creative Cloud
Adobe InDesign	CS3, CS4, CS5, CS5.5, CS6, Creative Cloud
Adobe Photoshop	CS3, CS4, CS5, CS5.5, CS6, Creative Cloud
Quark XPress	7, 8, 9
Adobe Pagemaker	No Support*
Microsoft	No Support*
Corel	No Support*

* Walsworth will accept PDF files created from these applications as long as they are high quality. Walsworth does not however provide any support for the software itself. Please see the software developer for specific assistance. Please send a test file for more information.

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Testing Files

Walsworth provides complete testing of all files and recommends 8-16 PDF pages that represent all elements of your project, if working with an application file, include all fonts and support files (images) used. Walsworth strongly encourages you to do this if you are a new customer or worried about the outcome of your project. Walsworth uses a website for test file transfer (www.wpcdirect.com). When received, your files will be tested for all critical aspects of your printing (color space, resolution, bleeds, fonts, trim size, and critical trim). Walsworth suggests that you do a final look-through of your files checking for obvious mistakes before submitting them for testing

If errors or problems are detected you will be notified and instructed how to fix the problem. A complete digital test file result page will be compiled and electronically mailed to you within 1-2 working days of receipt of your test.

Layout

Document page size- When building your documents please create them at the trim size. Failure to do this may require re submission.

Files- When supplying PDF files, Walsworth accepts single page and multiple page formats. Pages must be in a single format not reader spreads.

Naming convention- Please build your document to include page ranges (i.e. Birds_pg1-16).

Bleeds- When an item is to extend off of the page please include a bleed of .125" past the trim edge. This will ensure quality when the book is folded and trimmed. If supplying a PDF please include trim marks offset .125". Verify actual bleed extends .125" past the trim marks. If binding is Mechanical Bound (Plastic Coil, Spiral or Wire-O) please call Computer Support for further detail on bleed.
Shingling- may be required for saddle stitched books, shingling is based on the paper caliper and number of pages. For example if your book has 96 pages and a paper caliper of .005 the maximum amount of shingling would be .1992 or slightly greater than 3/16. If you have any questions or need help with this please contact Walsworth.

Critical trim area- Text and images that do not bleed need to be placed no closer than .125" to the trim.

Color or Black and White - All color needs to be CMYK or any Pantone color that you wish to print. RGB and LAB files are not recommended for high-end printing. Conversion from RGB may result in a color shift from your original document.   Walsworth does not recommend objects being built in a mix of colors to create a black effect. The total percentage of tone values should not exceed 300% and no more than one solid should be used. All black needs to be either black only or grayscale, however in color projects it may be desirable to have a richer looking black, Walsworth recommends that you use a build of 50 Cyan, 40 Magenta, 40 Yellow, 100 Black.

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Binding type- When designing your files please take in consideration your binding style, certain binding styles (mechanical binding, workbook perf, and three hole drill) require that critical images and text be placed in a manner which allows for the binding**.** Contact Walsworth for requirements.

Pagination

Include all pages in your file submission. When sending single page PDF files, make sure that the number of files matches the page count. When sending a multiple page PDF file, check the total number of pages in Acrobat . Corrections should be supplied as single page PDF files. If inserts are needed they should be planned between signatures (8,16, and 32 page signatures are most common) the signature/ insert placement must correspond with your estimate. Contact Walsworth to assure insert placement.

Blank Pages

Make sure blank pages do not contain anything. Blank pages should be included to ensure proper position for printing.

Fonts

Fonts are the most common problem in the print industry. Often a missing, corrupt, or non-embedded font will cause file rejection. Walsworth strongly suggests that you preflight your files before sending them. Please make sure that you include all fonts used in your document with your application file.

Use the following tips for fonts to help reduce the risk of file problems:

▪ When applying a style, make sure the actual font is loaded in your system. Often times selecting a stylization (bold, italic, oblique, etc.) can cause unexpected results if the actual font isn't used.

▪ Include all fonts used in your document when submitting application files.

▪ There are different types of fonts. Mainly broken into three categories; Postscript (Type 1), True Type, and Open Type. When using Type 1 fonts, make sure to include both your printer and screen fonts. True Type and Open Type will be only one file containing both the printer and screen information.

▪ If you have used fonts in an image in your document you must also include these as well. Walsworth suggest embedding the fonts in the image or creating outlines to avoid any file rejection. Please be aware that if you create outlines of your copy you will no longer be able to edit it.

▪ Fonts size should be no smaller than 12 pt on 4/c copy.

▪ When submitting PDF files, all fonts must be embedded in the file.

Images

Walsworth supports the following image formats: TIFF, EPS, PDF, and JPEG (No DCS or DCS2 files). Images should not contain an embedded profile. This could result in unexpected color shift. For information on using profiles in Photoshop please contact Computer Support prior to submission of the final output file.

Use the following tips for images to help reduce the risk of file problems:

▪**Halftones-** Black and white images must be Grayscale or black only and not a CMYK or RGB mix to create a black effect. Our target range for halftones is 3% highlights, 97% shadows on coated papers and 0% highlights, 95% shadows on uncoated papers. Conversion from these mixes to black can create a color shift from your original file. We recommend a resolution of double your linescreen for all Grayscale images. Please contact Walsworth to determine what linescreen your publication will print. Please be sure if scanning that any screened items are de-screened when scanning. If this is not done you could see a moire pattern in your picture.

▪ **Color Images-** Please make certain that your images are in the correct color-space when submitted. All images should be in CMYK or spot colors. No RGB or LAB colors should be present . Conversion from these to CMYK will result in a conversion charge. The total percentage of tone values should not exceed 300% and no more than one solid should be used. We recommend a resolution of double your linescreen for all Color images. Please contact Walsworth to determine what linescreen your publication will print.

▪ **Line-art-** These are also known as Bitmap files. Walsworth recommends scanning or creating these at a minimum of 800 dpi and saving as a TIFF file. This will increase overall quality and smoothness.

▪ **Vector Illustrations-** Vector art is generated by Adobe Illustrator and Macromedia Freehand. It is a favorite of the printing industry due to its ease of scaling and output. Please supply vector-art in an EPS format.

▪ **Embedded Images-** These should be in CMYK or your spot color. Spot colors should be consistent with the naming convention you have in your native application file. They should be high resolution and have fonts embedded if they are present.

▪ **Gradients-** Please create any gradients in an art application (Photoshop or Illustrator). Layout applications use a different technique which may cause banding. You should use a high resolution output device (2400dpi) when creating your postscript or PDF file.

Composite Color

Composite color PDF files are the preferred format. Our prepress is set up to handle these files efficiently, Color separated files have limited options for processing in our prepress area. If color separations are the only possible way to send files, contact Walsworth to discuss options. We may request test files to ensure compatibility.

Neutral Tints

Do not use multiple colors to produce gray. This will result in different shades of color throughout the run. When creating gray use black as the primary color.

Overprints

Walsworth honors overprint and knockout settings in files. Walsworth does fix small problems such as black text less than 12pt set to knockout of color. Aside from this problem, Walsworth does not attempt to alter overprint and knockout settings in files. Be sure to use the overprint preview option in Acrobat to ensure that the page displays correctly. See Acrobat settings on the last page of this document.

Reversed Type and Rules

▪ Reversed type should be a minimum of 10 points to avoid registration problems. To reduce these problems, use sans serif and, bold type.
▪ Reversed rules should be a minimum of 1 point to avoid thinning as a result of registration issues.
▪ When items are reversed out , build background colors with as few separations as possible.

Final Files

Once you have completed your design and layout you may decide which type of final files to supply. Walsworth accepts both PDF and native application files. Your bid should state how the job is to be submitted to Walsworth. We are committed to providing the best support in the business. We have several settings from which you can choose when creating your PDF files.

▪ **Native Files-** Please remember to supply all fonts and images used in your application file.

▪ **PDF Files-** Please refer to the PDF Submission section of the website to attain PDF settings for each application that Walsworth supports. If your project is Mechanical Bound (Plastic Coil, Spiral or Wire-O) please call Computer Support for export details on bleed.

▪ **File Transfer-** Walsworth has its own file transfer website (www.wpcdirect.com). This website has many advantages including online softproofing. You may contact your Customer Service Representative to learn more and to request a new account setup. Any items that are transferred over the web should be compressed with Stuffit or Zip. Walsworth also accepts 3.5" floppy discs, Zip discs, CDs, and DVDs.

Preflighting

Upon receipt of your final files our Prepress department will preflight your files to determine any errors with your files. This will include if you have any missing or corrupt items. If errors are detected you will be notified by either your Customer Service Representative or someone in our Computer Support department. They will advise you of the issues and also offer you suggestions for resolving the problems. Please remember that even though a file may pass inspection from our Prepress department, unforeseen errors may still arise. Ultimately the responsibility for conformance to all specifications rest upon the designer of the files.

Corrections

Corrections should be made by the designer if possible. If files were submitted as native application files Walsworth's prepress department can make the changes for a proof correction charge. If a PDF was supplied corrections will have to be made by the designer of the files.

Proofing

Walsworth Publishing uses high-end output devices to RIP, trap, impose and proof your files. Please see your Customer Service Representative for more information regarding proofs.

You have the following proofing options:

Soft Proofing- Also known as On-Line proofing. This would be used if a short turn around is required on your job. Designed to show layout and pagination only, not color accurate. This is a great, efficient tool that can improve your schedule.

Digital Content Proofs- Proofs in book form, designed to show layout and pagination. These are not color accurate.

Color/Black and White Contract Proofs- These are color accurate. Please contact your Customer Service Representative for pricing.

Press Proof- A press proof can also be created. This would be ran on the paper stock the job will print on. This will be the most accurate proof. Press proofs are needed if an exact color match is desired; the inks are spot colors; the customer wants to evaluate coatings or laminations on top of the image; or the substrate is not a grade 1, 2, or 3 white gloss sheet. Please contact your Customer Service Representative for more information and pricing.

Trapping

Walsworth prefers to trap your files, if the files have already been trapped please let us know so we don't trap them again.

Cover Components

▪ Covers, dust jackets, tab inserts, and other components require specialized information for a template. Please contact Walsworth for a cover imposition.

▪ Cover processes such as embossing, hot foil, die cuts, or silkscreens must be supplied in a vector art format. Tif, jpg, png, etc. are not acceptable file formats for any of these cover processes. Colors must be set to black or a spot color. A separate file is required for each cover process or a layered native application file. If a customer cannot create vector art, Walsworth can create the artwork at an expense to the customer, contact your Customer Service Representative for pricing information.

Acrobat Setting

Options in acrobat that should be turned on in order to inspect overprints and bleeds.
▪ First, turn on overprint preview. (Under the Advanced menu.)
▪ Second, in Preferences, turn on the check box for "Show art, trim & bleed boxes" in the
	Page Display category. (Some applications show the trim size of the PDF file as non-printing infor
	mation that will display as guides.)
▪ Third, turn on thumbnail view. (Allows you to quickly view page placement.)
▪ Fourth, in preferences turn off the check box for Use Local Fonts. (Allows you to see what the PDF looks like on all machines.)

If you have any questions or concerns please contact our Computer Support Department
at 800.369.2147 ext. 2981 or 2970