



## Submission Guidelines

The following guidelines have been assembled to help you submit files that will move through production quickly and efficiently as well as prevent common and easily avoidable errors. Both native and PDF file formats are covered. Be sure that everyone who will be working on your project adheres to these guidelines. Contact us if you have any questions or comments regarding the topics covered here.

**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 accepts most major file formats and files created on both Mac and PC platforms. Some software is not suitable for high-quality printing.

### Software currently supported by Walsworth:

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
QuarkXPress	2016
Adobe Pagemaker	No Support*
Microsoft	No Support*
CorelDraw	No Support*

\* Walsworth does not provide support for these applications and will only accept PDF files created from these applications as long as they are high quality. Contact the software developer for specific assistance and send a test file to Walsworth for more analysis.

## Testing Files

Walsworth provides complete testing of all files and recommends 8-16 PDF pages that represent all elements of your project. If sending us your application files, include all fonts and image files 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](http://www.wpcdirect.com) and [www.wpcdirect-mi.com](http://www.wpcdirect-mi.com)). Once received, your files will be tested for all critical aspects of your printing, such as color space, resolution, bleeds, fonts, trim size, and safe margins.

If errors or problems are detected, you will be notified and instructed how to fix them. A complete digital test file result page will be compiled and emailed to you within 1-2 business days upon receipt of your test files.

## Layout

**Document page size** - When creating your documents, set page dimensions to match your final trim size. Failure to do so may require re-submission.

**Files** - When supplying PDF files, Walsworth accepts single-page and multiple-page PDF files. Pages should NOT be in reader spreads.

### Naming convention

- For page content, name documents with page number or ranges, such as: **01-15\_Birds.pdf**, **16\_Frogs.pdf**, **17-28\_Reptiles.pdf**, etc.
- For covers built as a spread, name documents like this example: **cover spread\_Birds.pdf**
- For cover components built as single pages, name documents like these examples:
  - Outside front cover should be named **Cover 1.pdf**
  - Inside front cover should be named **Cover 2.pdf**
  - Inside back cover should be named **Cover 3.pdf**
  - Outside back cover should be named **Cover 4.pdf**
  - Spine should be named **Cover 5.pdf**

**Bleeds** - When an item is meant to extend off of the page, be sure to include a bleed allowance of 0.125" past the trim edge. This will ensure quality when the project is folded and trimmed. If supplying a PDF, crop marks should be offset 0.125." Verify actual bleed extends 0.125" past the trim marks. If binding is Mechanical Bound, such as Plastic Coil, Spiral or Wire-O, contact us for more information.

**Critical trim area** - Text and images that do not bleed need to be placed no closer than 0.125" to the page edge.

**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 because conversion from either color space to CMYK may result in a color shift from your original document. Walsworth does not recommend objects being built in a CMYK 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 that need a richer looking black, Walsworth recommends using a build of 50% Cyan, 40% Magenta, 40% Yellow, 100% Black.

**Binding type** - When designing your files, take into consideration your binding style. Certain binding styles, such as Mechanical Binding, Workbook Perforation and 3-hole drilling, require that critical images and text be placed in a manner which allows space for the binding.

## 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 one PDF for each correction page. Inserts should be planned between signatures and must correspond with your cost estimate. 8, 16, and 32 page signatures are the most common signature sizes. Contact your CSR to verify the signature size being used to manufacture your project.

## Blank Pages

If your project includes blank pages, include them in your submitted files to ensure proper position for printing. These pages should be completely blank.

## Fonts

Fonts are the most common technical issue 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. Make sure to include all fonts used in your document when sending us application files.

**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. Selecting a stylization such as bold, italic or oblique can sometimes cause unexpected results.
- Include all fonts used in your document when submitting application files.

- There are three main categories of fonts: Postscript (Type 1), True Type, and Open Type. When using Postscript (Type 1) fonts, be sure to include both your printer and screen fonts (.pfm and .pfb). TrueType and Open Type contain both the printer and screen information.
- If you have used fonts in an image included within your document, you must also include these fonts with file submission. Walsworth suggests embedding the fonts in the image or creating outlines to avoid any file rejection. Be aware that if you create outlines of your text, it will no longer be editable.
- Font size should be no smaller than 12pt on 4-color text. All copy smaller than 12pt should be formatted as 100% black or a spot color.
- When submitting PDF files, all fonts must be embedded in the file.

## Images

Walsworth supports the following image formats: TIFF, EPS, PDF, and JPEG. We do not support DCS or DCS2 files. Images should not contain embedded profiles because they could result in unexpected color shifts. For information on using profiles in Photoshop, contact us 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: 5% highlights and 95% shadows on coated paper, and 10% highlights and 90% shadows on uncoated paper. Conversion from CMYK or RGB to black will cause a color shift from your original file. We recommend image resolution that is double your linescreen for all Grayscale images. When scanning any screened photos, be sure to de-screen to avoid a moiré pattern on press.
- **Color Images** - Make sure that your images are CMYK or spot colors. No RGB or LAB colors should be used as these may result in a conversion charge. The total percentage of CMYK values should not exceed 300% and no more than one solid should be used. We recommend image resolution that is double your linescreen for all color images.
- **Line-art** - Line-art images 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 quality of output. Supply vector-art in EPS format.

- **Embedded Images** - These should be in CMYK or spot color. Spot color names should be consistent across all native application files. They should be high resolution and have fonts embedded, when applicable.
- **Gradients** - Create any gradients in an art application, such as Photoshop or Illustrator. Layout applications use a different technique, which may result in banding. Use a high-resolution output device when creating your Postscript or PDF file. 2400dpi is recommended.

## Composite Color

Composite color PDF files are the most efficient format. Color-separated files have limited options for processing. If color separations are the only possible way to send files, contact Walsworth to discuss options. We will likely request test files to ensure compatibility.

## Neutral Tints

Do not use a mixture of CMYK to produce gray. This will result in different shades of color throughout a press run. When creating gray, use a tint of black as the primary color.

## Overprints

Walsworth honors overprint and knockout settings in files. Be sure to use the Overprint Preview option in Acrobat Preferences to ensure that the page displays correctly. See Acrobat Settings on page 7 of this document.

## Reversed Type and Rules

- To avoid registration problems, reversed type should be a minimum of 12 points, sans serif, and/or 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 layout, you may decide which type of final files to supply. Walsworth accepts both PDF and native application files. Your cost estimate should state how the job is to be submitted to Walsworth. We are committed to providing the best support in the business, and have several settings to choose from when creating your PDF files.

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

- **PDF Files** - Refer to the PDF Submission section on our website to obtain PDF settings for each application that Walsworth supports. If your project is Mechanical Bound, such as Plastic Coil, Spiral or Wire-O, contact us for more information.
- **File Transfer** - Walsworth has its own file transfer website ([www.wpcdirect.com](http://www.wpcdirect.com) and [www.wpcdirect-mi.com](http://www.wpcdirect-mi.com)). Both websites provide online soft-proofing. Contact us to learn more and to request a new account setup. All application files, fonts and graphics that are transferred over the web should be compressed with Stuffit, Zip or WinZip.

## Preflighting

Upon receipt of your final files, our Prepress Department will preflight your files to identify any errors. If errors are detected, you will be notified. We will advise you of the issues and offer suggestions for resolving the problems. Remember that even though a file may pass inspection in Prepress, unforeseen errors may still arise. Ultimately, the responsibility for conformance to all specifications rests upon the designer of the files.

## Corrections

Corrections should be made by the designer. If native application files were originally supplied, our Prepress Department can make the changes for a minimal charge. If a PDF was originally supplied, corrections must be made by the designer.

## Proofing

Walsworth uses high-end output devices to RIP, trap, impose and proof your files. You have the following proofing options:

**Soft Proofing** - Also known as online proofing, this method is used if a short turn around is required.

Designed to show layout and pagination only, soft proofs are not color accurate. This tool can improve your schedule.

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

**Color or Black and White Contract Proofs** - Contract proofs are color accurate.

**Press Proof** - Press proofs are printed on the press and paper stock used to manufacture your project. This is the most color accurate proof. Press proofs are requested when 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.

## Trapping

Walsworth prefers to trap your files. If your files have already been trapped, let us know.

## Cover Components

- Covers, dust jackets, tab inserts, and other components require specialized information for a template. Contact your CSR for cover imposition information.
- Cover processes such as embossing, hot foil, die cuts, or silkscreens must be supplied in a vector art format. TIF, JPG, and PNG 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. A layered native application file is also acceptable. If a designer cannot create vector art, Walsworth can create the artwork for you. Contact your CSR for pricing information.

## Acrobat Setting

Adjust the following options in Acrobat Preferences > Page Display to more accurately inspect overprints and bleeds.

- Use Overprint Preview: change to **Always**
- Turn **ON** the check box for "Show art, trim & bleed boxes." Some applications show the trim size of the PDF file as non-printing information that will display as guides.
- Turn **ON** thumbnail view to quickly view page placement.
- Turn **OFF** Use Local Fonts. This allows you to see how the PDF looks on all computers.

## Questions

If you have any questions or concerns, contact Computer Support at:

- Missouri facility – 800.369.2646
- Michigan facility – 888.563.3220 ext. 1068

# Walsworth®

Walsworth is a service-focused, mid-tier provider of pre-print, print and post-print services to the catalog, book, magazine and association print markets. In addition to print, we provide our customers with solutions to distribute content, improve audience engagement and grow revenue. A third-generation, family-owned and managed printing company, Walsworth is also the only American family-owned publisher of yearbooks and is the 26th largest printer in the United States.



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