



Weldon, Williams & Lick, Inc.

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DIGITAL PRINTING SPECIFICATIONS

Black Ink:

Create solid black text with 100% K only for the most dense black. Compared to offset, black text is especially sharp due to the black toner being very dense.

Gray photos should be created using just black ink. Do not submit gray images as a mix of 4c process (Cyan, Magenta, Yellow and Black). Keeping black screens strictly black will prevent color shifting of the image during the print run.

Digital Files Submitted to WW&L Should be Produced in the Following Software Package: Adobe InDesign.

Adobe InDesign is our preferred software to submit final art files. Adobe Illustrator can be accepted for certain art files but can also result in our prepress department having to rebuild files to function in our production environment. Quark files will be converted to InDesign for production.

Adobe Photoshop:

Adobe Photoshop should be used for graphic elements only, not for final ticket layout. It is very difficult to produce the precise measurements needed for ticket and parking production in the software package. Use of Photoshop for ticket and form layout can result in additional cost and time to correct placement issues.

Adobe Typekit Fonts:

Typekit fonts should be used for art elements only, not for final ticket layout. Adobe Typekit fonts should not be used for text elements that will print from data. OpenType or TrueType fonts can be used for data and should be submitted with your artwork for production.



All Support Files Should be Included with Your Production Documents

This includes the following:

- All Fonts
- All Layered Photoshop Files
- Flattened Files
- Placed, Nested, or Embedded Files

Bleed Requirements:

Please Include a 1/8" Bleed.

Colors:

All Colors should be submitted as either spot PMS or four-color process.

PDF Files:

We do not recommend PDF files for use as production documents due

File Submission:

Artwork can be received from the following sources:

- CD
- DVD
- Email
- WW&L FTP
- Other External FTP Sites

Please send digital files via email to the Account Manager representing your account. This ensures the files will be assigned properly to the correct job numbers in production. If files are too large to send via email, please contact your Account Manager to set up your own personal FTP site.