



Weldon, Williams & Lick, Inc.

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ELECTRONIC FILE SUBMISSION

Digital files submitted to WW&L should be produced in the following software package: Adobe InDesign

Adobe InDesign is WW&L's preferred software to submit final art files. Adobe Illustrator can be accepted for certain art files but can also result in WW&L prepress rebuilding files to function better for production. Quark files will be converted to InDesign for production.

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

Adobe Typekit Fonts: Use Typekit fonts for art elements only. Do not use Adobe Typekit fonts for text elements that will print from data. Please use OpenType or TrueType fonts for data and submit the fonts used with your artwork for production.

Files from Microsoft Programs are NOT considered professional production documents and will receive additional charges for WW&L Prepress to recreate.

Please include all support files with your production documents. This includes the following:

All Fonts, All layered Photoshop files along with the flattened file, All placed, nested or embedded files.

Bleed requirements: 1/8" **Colors:** All colors should be submitted as either spot PMS or 4c process.

PDF Files: Pdf files are not recommended for use as production documents at WW&L due to the many printing techniques used. Pdf files will be used as reference material for graphics and in some instances can be converted into production documents. It is recommended that all original production documents be submitted to WW&L for production of your job.

File Submission: WW&L is able to receive artwork from the following sources - CD, DVD, e-mail, WW&L ftp and other external ftp sites.

Please send digital files via e-mail to your WW&L Sales person representing your account. This ensures the files will be assigned properly to the correct job numbers in production. If you need to submit files via WW&L's ftp site please contact your WW&L Sales representative to set up your own personal account.

File Extensions: Is it good art or bad art?

Every file has a file extension ".xxx". Below is a list of common extensions and the usefulness of that file for WW&L prepress.

PRODUCTION FILE EXTENSIONS

.qxd, .indd, .eps, .ai, **90% of these are GOOD FILES.** This file can be from Quark, InDesign, Photoshop or Illustrator.

.tif, .jpg, .png **GOOD FILE IF:** it's 300 dpi, CMYK at actual size or larger than size to be produced.

RGB files will be converted to CMYK for production.

BAD FILE IF: it's low resolution, typically pulled from a web page.

.psd **GOOD FILE IF:** it's 300 dpi, CMYK at actual size or larger than size to be produced. This file is normally the layered Photoshop file used in the original design. If WW&L has to change something in a (.tif) or (.jpg) file, this is the original creation file that WW&L will need.

.pdf WW&L can only use this type of file for verification. Original production files must be sent in. **See above under PDF Files.**

BAD FILE EXTENSIONS

.cdr Corel Draw files. Prior to sending to WW&L, these files must be exported to an Illustrator file with all fonts converted to curves. Any raster art (photos) must be submitted as separate files.

.doc Microsoft Word file. WW&L can only copy and paste the text from this file. All formatting is lost and must be redesigned by WW&L from scratch (WW&L design costs will apply). Logos placed in this format will not work.

.xls Microsoft Excel spreadsheet. Useful for sending Imprint data only.

.ppt, .pub Microsoft Powerpoint and Publisher. WW&L cannot use these files for any type of Prepress. Designs in these formats will have to be recomposed from scratch based on a submitted hard copy (WW&L design costs will apply).

.pcx, .bmp These file types have a low resolution quality and are not usable for WW&L prepress work.

.gif Not usable for WW&L prepress work. This is a web graphic and the resolution is very poor.

QUESTIONS??

For any questions related to artwork design, file preparation, file formatting, etc., please call:

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