

IMPORTANT: CRITERIA FOR SUBMITTING YOUR DIGITAL FILES

To ensure high quality print reproductions, our pre-press workflow depends on file submissions that meet our standards for press output. These standards have been set-up specifically to our equipment and are necessary for properly printed output.

Please review the checklist below prior to submitting your files.

Project: _____ Date: _____

Contact Person: _____

Phone Number: _____

E-mail Address: _____

Hard Copy Provided: Yes ☐ No ☐

Notes/Special Instructions: _____

<input type="checkbox"/> EDITORIAL Submissions <ul style="list-style-type: none"> • E-mail to: edit@marcoa.com or, • FTP Upload: www.marcoa.com <p>Click on Client Center Tab, select Content Type (Editorial) and fill out the fields.</p>	<input type="checkbox"/> ADVERTISING Submissions <ul style="list-style-type: none"> • E-mail to: ads@marcoa.com or, • FTP Upload: www.marcoa.com <p>Click on Client Center Tab, select Content Type (Ad) and fill out the fields.</p>
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ACCEPTED FILE TYPES:**Preferred File Submission Format:**

- Adobe High-Res PDF with images and fonts embedded, (images and fonts not embedded must be provided, both printer and screen fonts needed). 1/8" bleed included on all bleeding edges (including gutter, if applies). Submitted file is correct size and does not contain RGB images.

Editorial Print File Submissions Only:

- High-Res PDF file contains all pages in print order with 1/8" bleeds and centered crop marks. (Recommend uploading larger files to our FTP site.)

☐ IBM - PC ☐ MAC

File Formats:

- Adobe Acrobat (.pdf)
- Adobe Photoshop (.psd, .tiff, .jpg, .pdf)
- Adobe Illustrator (.ai, .eps, .pdf)
- Adobe InDesign (.indd, .pdf)
- Quark Xpress (.qxp, .pdf)
- FreeHand 11 (.ft11, .pdf)
- Publisher (.pub, .pdf)
- Microsoft Word (.docx, .doc, .txt)
- Excel (.xlsx, .xls: charts, tables, data files)

Compression Formats Supported:

- Zip
- Sitx

To Send Us Your Files:

- **FTP SITE:** Upload files to our FTP site: www.marcoa.com
(Recommended submission for large files).
- **E-MAIL:** E-mail us your files (see above).
- **MAIL:** Send us your CD-Rom/DVD disks.
MARCOA Publishing, Inc.
P.O. Box 509100, San Diego, CA 92150
Courier Services send to:
9955 Black Mountain Road
San Diego, CA 92126

IMPORTANT FILE CHECKLIST:**All Files Submitted:**

- Files are submitted at the correct size.
- All fonts outlined and embedded within file (printer and screen fonts must be provided if not outlined or embedded).
- Images are embedded or linked within file (images must be provided if not embedded). Images used are CMYK, 300 DPI at print size / 1,000 DPI for bitmapped images.
- DO NOT USE RGB IMAGES.
(Important, CMYK or grayscale only.)
- DO NOT USE SPOT COLORS.
(Important, CMYK colors only.)
- Black text is K-100 only (important, 4-color buildup not used for black text).
- 4-color black breakdown set to: C-40, M-40, Y-0, K-100.

- CMYK total ink values not to exceed 240. (All image, ad, page elements must comply to these specs for press output.)
- Images and/or pages with bleeds: include a minimum 1/8" bleed on all sides that bleed (including gutter, if applies).

* Full Page Ads without Bleed: 7.5" x 9.5"
* Full Page Ads with Bleed: Trim Size: 8.375" x 10.875"
Bleed Size: 8.625" x 11.125" Live Area: 7.5" x 9.5"

Adobe Photoshop:

- See "All Files Submitted"
- 1/8 inch bleeds included (if applies).
- File does not contain any unnecessary paths or channels.
- Layered .psd files include fonts.

Quark Xpress & Adobe InDesign:

- See "All Files Submitted"
- Menu-styled fonts not used.

- Images that are embedded are extractable and correct size.
- Unnecessary styles and colors deleted.

Adobe PDF (All PDF's supplied are rasterized):

- See "All Files Submitted"
- PDF Rasterizes correctly.
- Fonts Rasterize correctly.

Adobe Illustrator and FreeHand:

- See "All Files Submitted"
- File does not contain "hidden" fonts.
- All support images/fonts embedded (or included with file).

Publisher

- See "All Files Submitted"
- All support images/fonts are embedded (or included with file).

RESOLUTION *and* HOW IT WORKS

The image requirements for the printing process are MUCH different than that for web or screen viewing. We hope the below will help clarify what we need for print quality images.

WEB IMAGES: SCREEN RESOLUTION = 72 DOTS PER INCH (DPI)

Computers are set up to run as efficiently as possible, using the smallest amount of memory possible to ensure faster speeds. With this in mind, a computer's monitor is set up to view images at a resolution which lets your computer run the fastest. A monitor is set to view pictures at 72 dots per inch (DPI). Which means for every linear inch on your monitor there are 72 dots or pixels. At this size you are able to work with images easily and quickly. Images that are posted on the internet or e-mailed are set to 72 DPI for their small file size and to ensure fast page loading and quicker e-mails.

Web images = 72 DPI and are for viewing on screen only - these images are not print quality.

PRINT IMAGES: IMAGE RESOLUTION = 300 DOTS PER INCH (DPI)

In comparison to screen images with small file sizes, print images require high quality larger files sizes. **For a print image you want to have the highest amount of color range available, resulting in a larger file size. Print images should have a resolution of 300 dots per inch (DPI) at their print size.** This means that your printer or final output device puts down 300 dots per linear inch, giving you a printed image that will look close to the original image. You NEED this higher DPI to insure good image clarity and contrast when printed.

Print images = 300 DPI at print size, high quality, CMYK - these images are print quality.

OBTAINING A GOOD PRINT IMAGE

DIGITAL IMAGES:

Digital camera's can be confusing when it comes to choosing camera settings and formats. Most cameras have settings for quality and size. **For print quality images the settings on your camera should be set "high" for the "best quality" (with a larger file size) possible for your camera. This will give you the ability to capture a quality image that will reproduce well when printed.** File sizes of images will be bigger, you will not be able to store as many images, however you will have quality images, (consider this, would you rather have 30 low quality images on your camera that are going to print blurry and small? or 10 high quality images, of which can print at a larger size and with vibrant color?)

FILE SIZE GUIDELINES FOR PRESS OUTPUT

Image file size guidelines that we recommend when submitting images for print output. (Note: small image file sizes are often the result of lost color and image information, resulting in a poor quality print reproduction.)

5" x 7"	CMYK image	@300 dpi	saved as a TIF =	7.8 MB
5" x 7"	CMYK image	@300 dpi	saved as a JPG Quality 12 =	4.9 MB
3.5" x 5"	CMYK image	@300 dpi	saved as a TIF =	3.9 MB
3.5" x 5"	CMYK image	@300 dpi	saved as a JPG Quality 12 =	2.5 MB

File sizes will vary.

SIZE CONVERSIONS

1152 pixels x 870 pixels =	16" x 12" @ 72 dpi	3.8" x 2.9" @ 300 dpi
1280 pixels x 1024 pixels =	17.7" x 14.2" @ 72 dpi	4.2" x 3.4" @ 300 dpi
1600 pixels x 1200 pixels =	22.2" x 16.6" @ 72 dpi	5.3" x 4" @ 300 dpi
1792 pixels x 1344 pixels =	24.8" x 18.8" @ 72 dpi	5.9" x 4.4" @ 300 dpi
2160 pixels x 1560 pixels =	30" x 21" @ 72 dpi	7.2" x 5.2" @ 300 dpi

SCANNED IMAGES:

To send us your scanned images—please make sure your scanner is set to the highest quality settings possible. Provided images should be **scanned at 100% print size and with a resolution of 300 DPI** (CMYK). Please save your image in the correct file format (we **prefer tiff or eps images**—note: jpeg submissions cannot be compressed and need to be saved at the highest quality available to avoid loss of image information).

PRINTS/SLIDES:

If you have photographs and/or slides—please provide. We can scan your images using our state-of-the-art scanning equipment, (note: artwork will be returned upon request only).