

SUBMITTING ELECTRONIC FILES



Keystone Press can accept your files on the following media:

- 3 ½" floppy disk
- CD
- Omega® Zip 100, Zip 250
- DVD

Submitting files via e-mail or FTP (File Transfer Protocol)

Many e-mail systems limit the size file which can be attached and files are sometimes "corrupted" by e-mail systems. Increase the chance of your file's success by "stuffing" (*Stuffit*® – Mac) or "zipping" (*WinZip*® – PC) before you attach them in your e-mail or upload to an FTP site.

You can submit your files to dtp@keystonepress.com as an e-mail attachment, if the attachment is under 20 Mb in size. Or, send your file to our FTP site. FTP is used strictly for transferring files. There is no file-size limitation. E-mail messages must be sent separately.

From your browser (Internet Explorer, etc.): Connect to: [ftp.keystonepress.com](ftp://ftp.keystonepress.com)
User ID: **printfiles**
Password: **473w**

In the window that opens, you should see a folder called Keystone Press. Drag your file or folder to the Keystone Press folder. It should begin copying. Depending upon the size of the file, it may take a few seconds or several minutes to finish copying. Additionally, let your customer service representative know when you drop files on our FTP site. Whether you use e-mail or FTP, always include a PDF version of the file for reference. If your PDF file is intended for final output, please include "hi-res" as part of the file name.

Mac OSX finder supports Read-Only access to FTP sites. To upload files to our FTP site from Mac OSX, use a third-party utility such as *Fetch*® (fetchsoftworks.com).

The following programs are supported at Keystone Press:

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|--------------------|-----------------|
| Page Layout | Graphics |
| • QuarkXpress | • Illustrator |
| • InDesign | • Photoshop |
| • PageMaker | |

Properly created, high resolution PDF's are also a good way to submit your job for printing. (See "Creating a print-ready file" below.) Microsoft Publisher, Microsoft Word and Microsoft Excel files *may* be acceptable for output, but often these file types require chargeable prepress time before they are "print-ready."

Creating a print-ready file:

Your CSR may have provided you with a price quote that is based upon us receiving a "print-ready" file from you. Follow these guidelines to avoid that annoying phone call when your file construction doesn't match your intended finished product.

- The document size of the electronic file should match the size of the finished piece.
- Bleed elements should extend 1/8" beyond the trim.
- Include all fonts and all graphics files that have been used in your layout.
- The document color mode for all your files should be grayscale, duotone, or CMYK, not RGB. Color palette selection should be made from black, Pantone solid spot colors, or process colors.
- Spot-color jobs should only have the number of colors in the file that you intend us to print on press. *Print "separations" to your desktop printer before you submit a spot-color job for printing. Printing "separations" should produce one "plate" for each ink color you want us to print. If your file produces additional "plates," there may be rework charges.*
- Bitmap graphics should be at least 300 dpi for photos and 800 dpi for linework at final size.
- Avoid jpeg compression when saving graphics. Depending upon the setting you use, jpeg compression can degrade the quality of your file significantly.

Finally, not all PDF files are created equally. First, you need to follow the above guidelines when creating the original document. Then, depending upon the program and version you are using and the configuration of your particular computer there are different options available to you for creating a PDF from your file. If you are unsure of the integrity of a PDF file for high resolution output, it may be best to provide the native file and supporting files. As always, our prepress staff can offer technical assistance on programs we support.

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