



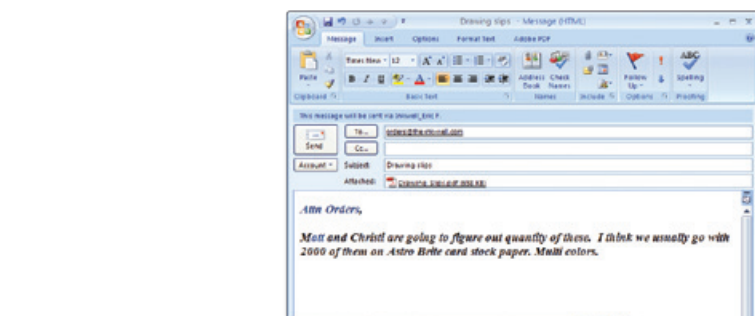
- 1 **Zip your file** using a file compression software like WinZip or Stuffit prior to uploading it to our site. Our website only allows a single file per "Send a File" query, so this will save you time.

- 2 **Go to our website: www.the-ink-well.com** and click "Send a file" from the list on the right. You may either **e-mail** the file to us if it's under 6 Megabytes or upload it to our **online ordering site**.

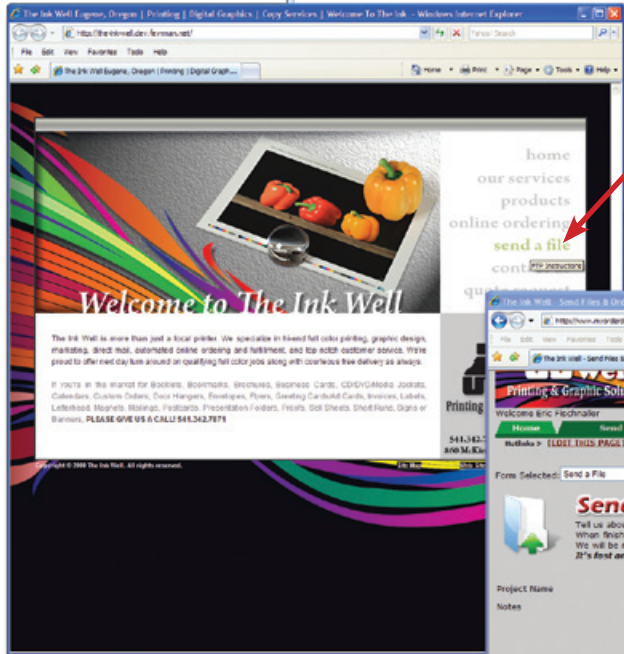
File Preparation

Send a File Instructions:

TIP: To find out what the file size is on a Mac, select the file and hit CTRL + I. On a PC, select the file and right click, go down to Properties.

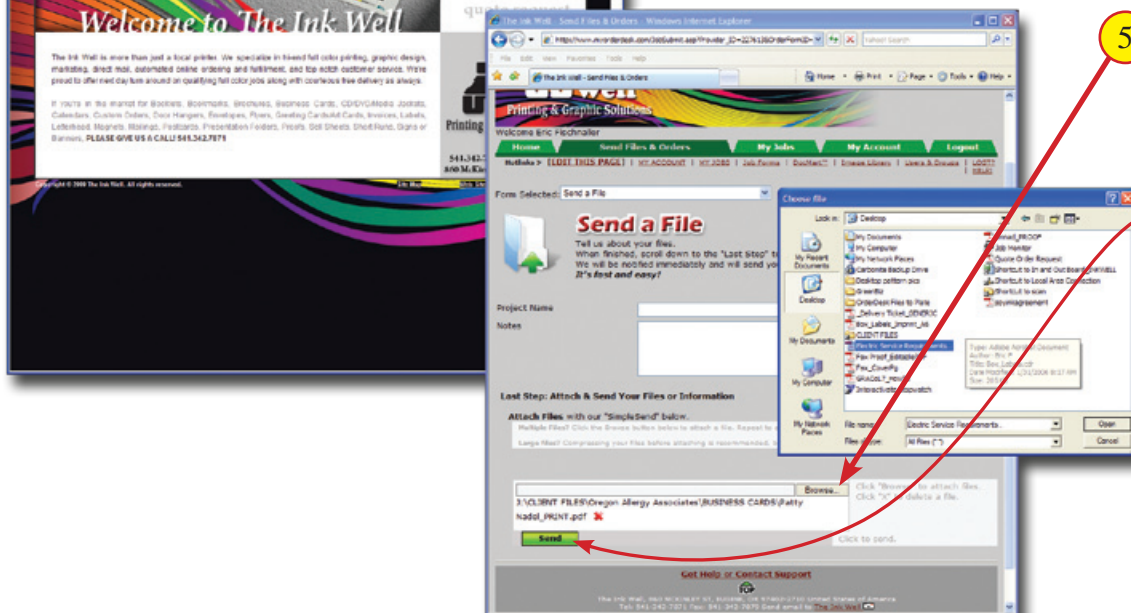


- 3 If your file is under 6 Megabytes, you may e-mail the file to us at orders@the-ink-well.com. Drag the file you made earlier on to the mail or add it via internet mail and send. Be sure to indicate on the subject line what the order is regarding and include in the body of the e-mail contact information and specifications as necessary.



- 4 If you select **Send a File**, you will be transferred to our site by your browser. Please fill in the **Project Name** and indicate in the **Notes** box if there is any specific need for proofing. If this is in reference to a specific quote, indicate this here.

If you've never logged into our Online Ordering Site, enter your information into the blanks as indicated. If you've previously logged in to our website, you'll be able to skip this step after you've logged in.



- 5 **Click the Browse button** to browse for the zip file you created and select it. Once all information is entered and you're ready to send the file, click **Send**. A pop-up box will open indicating the status of the upload.

Once the file upload is complete, you'll receive an e-mail confirmation with tracking number.

TIP: If the file size is very large (over 200 Megabytes) it may be prudent to submit the file via USB drive, CD, DVD, Compact Memory, iPod or other portable high-capacity media. We do not yet accept Blu-Ray media - we apologize for any inconvenience this causes.

Press-ready files are accepted in the following formats in either Mac or PC:

Adobe Illustrator (.ai) - drawing or vector graphics file.

Encapsulated Postscript (.eps) - created using vector software, designed for high resolution printing of illustrations. Standard file format for importing and exporting PostScript files.

CorelDraw (.cdr) - vector drawing file.

Tag Image File Format (.tif) - preferred bitmap graphics format for high-resolution postscript printing.

JPEG photo formats (.jpg) - standard format for digital cameras and used widely due to its high image compression ratios.

Photoshop (.psd) - native Adobe Photoshop document which may include vector text and raster image profiles. **Do NOT flatten** the document if it contains vector text or the text quality will decline significantly as it's converted to raster text.

Adobe InDesign (.indd) - preferred document for complex documents including multiple linked graphics and text across many pages.

Adobe Pagemaker (.pmd) - predecessor to InDesign, this software is still in use.

Portable Document Format (.pdf) - widely used for both internet and print, the Adobe PDF is an acceptable format for print depending on the original parameters set prior to printing. Make sure the original document contains vector text, at least 300dpi raster images (600 dpi for bitmap) and that the PDF conversion settings include no color management or file compression.

QuarkXpress (.qxd) - Before InDesign CS2, this was the standard software for multi-page documents and is widely used in newspaper publishing still.

Microsoft Publisher (.pub) - bundled with Microsoft Office, this software program is designed for desktop printers in home and small offices. Easy to use and inexpensive, it's widely used.

Microsoft Word, Excel or Powerpoint. These document types are generally **UNACCEPTABLE** except for single-color documents.

Facts about Bitmap Images:

- Bitmap Images are made up of colored dots (pixels) in a grid
- Also known as raster images
- Resolution dependent - resizing affects image quality
- Scanned images and digital photos are bitmap files

Facts about Vector Images:

- Vector images are made up of mathematical points with information about lines and fills associated with those. They're composed of lines and shapes with different attributes such as color, stroke and shape.
- Resolution independent - scaling does not affect quality
- Generally smaller file size
- Not suitable for photo-realistic reproduction
- Fonts are native vector objects

Resolution Basics:

- The higher the dpi (dots per inch), the greater the resolution, the better the image quality. But it's possible to go too far. The higher the resolution, the bigger the file size.
- When an image is increased in size, the resolution will decrease, when reduced in size, the resolution increases.
- If an image is resampled (made larger with the same resolution) the image editing software you are using will be forced to make up information to fill in the gaps. This will cause a significant loss in image quality if it's sized more than 10% larger than the original.
- For printed images, the ideal resolution is 300dpi for images and 600 dpi for mono-color artwork or text.

A note on color and resolution:

- When viewing PDF proofs or image files on your monitor, keep in mind that ambient light, monitor types (Tube vs. Flat Panel) and color settings can vary widely from the actual printed piece. If color is a concern, request a match proof to ensure color accuracy.
- Your screen resolution doesn't accurately reflect your image quality since monitors typically display only 72 dpi. To view print resolution of your image, zoom in to 300-400%. If you see a visible pixel structure in the image, you will likely see jagged images in the final printed piece.
- When taking pictures from a digital camera for your print project (at least 2 Mega Pixel) it is recommended that you use the highest resolution setting.
- Four Color Printing uses the CMYK color mode. Please convert all RGB images to CMYK using software such as Adobe Photoshop.
- Save your images in an uncompressed format such as a .tif or .eps at actual size in at least 300dpi to maintain quality.

File Preparation & Submission Guidelines:

1. **Scan** any document at twice the output line screen. A **minimum resolution of 300 dpi** but no more than 400 dpi is required to ensure a quality final product. Black and White art or text should be scanned at 600 dpi. Always scan the document at 100% of its final size if possible.
2. RGB is used for viewing images on a monitor and has a much larger gamut than four color process (CMYK) printing. Please **convert all RGB images into CMYK** prior to submitting your file.
3. **Bleeds** occur when the printing extends all of the way to the edge of a piece. For the ink to go off the edge of the page in the final product, we require your artwork to **extend off of the page at least 1/8"** or one pica.
4. **Proofread all documents** before you submit them to us. Use spell-check if available and have someone besides the designer proof it for accuracy.
5. Please **submit all image files** used in your document. Include the original graphic files (layered if in Photoshop). **DO NOT embed images** in your documents. Use the package feature if submitting an InDesign file.
6. **Fonts should be submitted with your files.**
7. If you're submitting a **Mac format** file, **save an additional version of your document with all fonts outlined.**
8. **Please supply a printed mock-up** of the job including suggested pagination, include folds and show perforations with dotted lines. This will serve as a guide so we do your job to your exacting specifications.
9. All files and mock-ups sent to us should have complete **contact information** including company name, contact individual's name, telephone number, fax (if applicable), e-mail and any additional information we may require to contact you.
10. If the final product is being **delivered to an address other than your company's main address or will be shipped**, please make sure we have the full address of the ship-to address including a phone number.

Please follow this guide to reduce potential problems, avoid additional costs & speed up production and delivery.