Submission Guidelines

The following guidelines have been assembled to help you submit files that will move through production quickly and efficiently, as well as prevent common and easily avoidable errors. Both native application files and PDF file formats are covered. Be sure that everyone who will be working on your project adheres to these guidelines. Contact us if you have any questions or comments regarding the topics covered here.

NOTE One of the most helpful resources we offer is complete **testing of files** before submitting your final files. This is **strongly** recommended, as it will reduce the chance of any job being put on hold due to incomplete or problematic files. Contact your Customer Service Representative or Computer Support for more information on file testing.

Walsworth accepts most major file formats and files created both on Mac and PC platforms. Software we do not support is not suitable for high-quality printing.

Software Supported:

Application	Version
Adobe Illustrator	CS3-CS6, Creative Cloud
Adobe Indesign	CS3-CS6, Creative Cloud
Adobe Photoshop	CS3-CS6, Creative Cloud
QuarkXPress	2016-2023

WE DO NOT SUPPORT:

MICROSOFT OFFICE

MICROSOFT PUBLISHER

CANVA

iSTUDIO PUBLISHER

PAGES (MACINTOSH)

AFFINITY PUBLISHER

*We do not support any other application files, but we do accept PDFs exported from other software as long as they meet our submission guidelines for size, bleed, images and fonts. Any adjustments should be done prior to submitting your PDF. TESTING FILES can be an important resource, especially if you are using unsupported software to export your PDF.

If you are new to print, please also check out our **LEARNING CENTER** in **WPCDIRECT**. Quick Start Guides are available, as well as detailed instructions.

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Testing Files

Walsworth provides complete testing of all files and recommends **8-16 PDF pages** that represent all elements of your project. If sending us application files, include all fonts and image files used (use the package feature in Adobe software). Walsworth strongly encourages you to do this if you are a new customer or worried about the outcome of your project.

Walsworth uses a website for test file transfer **www.wpcdirect.com**. Please let your customer service representative know if you would like a test folder set up to upload to.

Once received, your test files will be tested for all critical aspects of your printing, such as color space, resolution, bleeds, fonts, trim size and safe margins.

If errors or problems are detected, you will be notified and instructed on how to fix them. A complete digital test file result page will be compiled and emailed to you within **1-2 business days** upon receipt of your files.

Any questions regarding your test files can be directed to Computer Support or your Customer Service Representative. Computer Support can also provide **InDesign templates** built to the specifications of your book if needed. Please also take advantage of our **LEARNING CENTER** tab in **WPCDirect**. Many of the most common submission errors are covered.

Note your Customer Service Representative here for quick reference:

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Note your Sales Representative here for quick reference:

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Customer Support

Marceline and Fulton: 660.402.8355

Saint Joseph: 800.369.2646 ext. 1269

Ripon: 800.321.3136 ext. 8272

Submission Guidelines

Size, File Names, Cover, and Cover Processes

Document Page Size - When creating your documents, set page dimensions to match your final trim size. Failure to do so may require re-submission.

Files - When supplying PDF files, Walsworth accepts single-page and multiple page PDF files. Pages should NOT be in reader spreads. Failure to do so will require re-submission.

Naming conventions - For page content, name documents with page number or ranges, such as 01-15_Birds.pdf, 16_Frogs.pdf, 17-28_Reptiles.pdf, etc.

Cover files and **Dustjackets** can be submitted as spreads. If you are unsure of how to build your document to the imposition provided by your customer service representative, please let them know. An InDesign template with guides can be built to the specifications of your imposition and sent to you.

- **Name Cover document: CoverSpread_ElemScience.pdf.**
- **Name Dustjacket document: Dustjacket_ElemScience.pdf.**
- **Cover Files sent as individual components should be named like these examples:**
  - **Outside Front Cover — is Cover 1_OFC.pdf or Outside Front Cover.pdf**
  - **Inside Front Cover — is Cover 2_IFC.pdf or Inside Front Cover.pdf**
  - **Inside Back Cover — is Cover 3_IBC.pdf or Inside Back Cover.pdf**
  - **Outside Back Cover — is Cover 4_OBC.pdf or Outside Back Cover.pdf**
  - **Spine — is Cover 5_Spine.pdf or Spine.pdf**

Cover Processes such as emboss/deboss, hot foil, die cuts, laser cut, silkscreen or spot UV must be supplied in a vector art format. TIF, JPG, and PNG are not acceptable file formats for any of these cover processes. The chosen cover process must be set to 100% Black Coverage and **clearly named** for the actual cover process. A separate file is required for each cover process. A layered native application file is also acceptable. If a designer cannot create vector art, Walsworth can create the artwork for you. Contact your CSR for pricing information.

Trim, Critical Trim, Bleed, and Trapping

Bleeds - When an item is meant to extend off of the page, be sure to include a bleed allowance of **0.125"** past the trim edge. This will ensure quality when the project is folded and trimmed. If supplying a PDF, crop marks should be offset 0.125." Verify actual bleed extends 0.125" past the trim marks. If binding is Mechanical Bound, such as Plastic Coil, Spiral or Wire-O, contact us for more information.

Trim Marks - When exporting the final PDF for print, the **Walsworth PDF export setting** needs to be used to ensure the proper offset of 0.125" for trim mark positioning. This is crucial so no trim marks are produced in the final product. If you have not yet loaded the Walsworth Preset to your Adobe InDesign or do not understand the instructions, please contact **Computer Support** to assist you with loading the Preset and understanding how to use it.

Critical Trim Area - Text and Images that do not bleed need to be placed no closer than 0.125" from the page edge.

Critical Glue Allowance - For Smyth or Perfect Bound Work - The first and last pages of text require a 3/8" critical glue allowance to be applied to the gutter edge. (1/4" glue allowance + 1/8" critical area.) No copy or important image should print within this area of the pages.

Binding Type - When designing your files, take into consideration your binding style. Certain binding styles, such as Mechanical Binding, Workbook Perforation, and 3 or 5 hole drilling require that critical images and text be placed in a manner which allows space for the binding, perforations, or drill.

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Color and Black Print Only

Color - All color needs to be CMYK or any Pantone color that you wish to print. RGB and LAB files are not recommended for high-end printing because conversion from either color space to CMYK may result in a color shift from your original document.

Black - A black ink only page should only have the black plate utilized. No color should be on the page.

Walswoth <u>does not</u> recommend objects being built in a CMYK mix of colors to create a black effect (also known as rich black.) For four color pages that will be using rich black, the total percentage of tone values should not exceed 300% and no more than one solid should be used. Any small copy built in more than one separation, including rich black will be questioned. Your page will also be considered a **four color** page. If rich black must be used, Walsworth recommends using a build of 50% Cyan, 40% Magenta, 40% Yellow and 100% Black. Text built in rich black should also be over 10 pts in size. Registration issues can still occur with the use of rich black.

Color Images - Make sure your images are CMYK or spot colors. No RGB or LAB colors can remain. The total percentage of CMYK values should not exceed 300% and no more than one solid should be used. We recommend image resolution that is double your line screen for all color images.

Small Colored Type - When a font is under 10 pts and built in more than one separation, registration issues can occur on press. It is also not recommended to use rich black or colored type as the main body of text for your book. Any colored type under 10 pts may be questioned. Colored type should be limited in use for headings or captions, and not as full paragraphs.

You may allow our refines to convert your images to CMYK, You will see a **warning in InSite for colors used other than CMYK or spot colors, letting you know that there has been a change in color space, and to watch for any shifts in color. RGB and Pantone colors cannot be perfectly matched in the CMYK color space as there is a loss of gamut. However, the shift is normally slight. You will still need to approve any page that has been converted using our refines. If the shift of color is not acceptable, you will need to convert your color space in your original documents. We <u>will not</u> adjust images for color, saturation, or brightness.

Submission Guidelines

Pagination, Blank Pages and Fonts

Pagination - Include all pages in your file submission. When sending single-page PDF files, make sure the number of files matches the page count. When sending a multiple-page PDF file, check the total number of pages in Acrobat. Corrections should be supplied as one PDF for each correction page. Inserts should be planned between signatures and must correspond with your cost estimate. 8, 16 and 32-page signatures are the most common signature sizes. Contact your CSR to verify the signature size being used to manufacture your project.

Blank Pages - If your project includes blank pages, include them in your submitted files to ensure proper position for printing. These pages should be completely blank.

Fonts - Fonts are a common technical issue in the print industry. Adobe no longer allows the embedding of Type 1 fonts in your PDF. Be sure to only use TrueType or Open-Type fonts. Any font that cannot be embedded within the PDF will be rejected.

In addition, when applying a style to your font, be sure the actual font is loaded in your system. Selecting a stylization such as bold, italic or oblique can sometimes cause unexpected results. If submitting application files, all fonts used in your document must be submitted.

If you have used fonts in an image included within your document, you must also include these fonts with file submission. Walsworth suggests embedding the fonts in the images or creating outlines to avoid any file rejection. Be aware that if you create outlines of your text, it will no longer be editable.

Font size should be no smaller than 12 pts on four-color text. All copy smaller than 12 pts should be 100% Black or a spot color as to avoid registration issues on press.

When submitting PDF files, all fonts must be embedded in the file.

**Even if a font is an Open Type or TrueType font, licensing requirements may not allow it to be embedded in the pdf. Walsworth will not override licensing requirements on fonts, and you will need to change the font or convert the text to outline.

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Submission Guidelines

Images

Walsworth supports the following image formats: **TIFF, EPS, PDF and JPEG**. We do not support DCS or DCS2 files. Images should not contain embedded profiles because they could result in unexpected color shifts. For information on using profiles in Photoshop, contact us prior to submission of the final output file.

Use the following tips for images to help reduce the risk of file problems:

Halftones - Black and white images must be grayscale or black only, and not a CMYK or RGB mix to create a black effect. Our target range for halftones is 5% highlights and 95% shadows on coated paper, and 10% highlights and 90% shadows on uncoated paper. Conversion from CMYK or RGB to black will cause a color shift from your original file. We recommend image resolution that is double your linescreen for all grayscale images. When scanning any screened photos, be sure to de-screen to avoid a Moiré pattern on press.

Color Images - Make sure that your images are CMYK or spot colors. No RGB or LAB colors should be used as these may result in a color shift when converted to CMYK. The total percentage of CMYK values should not exceed 300% and no more than one solid should be used. We recommend image resolution that is double your linescreen for all color images.

Line-art - Line-art images are also known as Bitmap files. Walsworth recommends scanning or creating these at a minimum of 800 dpi and saving as a TIFF file. This will increase overall quality and smoothness.

Vector Illustrations - Vector art is generated by Adobe Illustrator and Macromedia Freehand. It is a favorite of the printing industry due to its ease of scaling and the quality of output. Supply Vector art in EPS format.

Embedded Images - These should be in CMYK or spot color. Spot color names should be consistent across all native application files. They should be high resolution and have fonts embedded when applicable.

Gradients - Create any gradients in an art application such as Photoshop or Illustrator. Layout applications use a different technique, which may result in banding of the gradient on press. Use a high-resolution output device when creating your Postscript or PDF file. 2400 dpi is recommended.

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Submission Guidelines

Color, Tint, Overprints, Knockouts

Composite Color - Composite color PDF files are the most efficient format. Color-separated files have limited options for processing. If color separations are the only possible way to send files, contact Walsworth to discuss options. We will likely test files to ensure compatibility.

Neutral Tints - Do not use a mixture of CMYK to produce gray. This will result in different shades of color throughout a press run. When creating gray, use a tint of black as the primary color.

Overprints - Walsworth honors overprint and knockout settings in files. Be sure to use the *Overprint Preview (see below) option in Acrobat Preferences to ensure that the page displays correctly.

Reversed Type and Rules (tool lines) - To avoid registration problems, reversed type should be a minimum of 12pt, sans serif, and/or bold type. Reversed rules should be a minimum of 1pt to avoid thinning as a result of registration issues. When items are reversed out, build background colors with as few separations as possible.

*Overprint Preview in Acrobat:

Adjust the following options in Acrobat Preferences > Page Display to more accurately inspect overprints and bleeds

- **Use Overprint Preview: change to Always**
- **Turn ON the check box for "Show art, trim, & bleed boxes." Some applications show the trim size of the PDF file as non-printing information that will display as guides.**
- **Turn ON thumbnail view to quickly view page placement.**
- **Turn OFF Use Local Fonts. This allows you to see how the PDF looks on all computers**

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Final Files and PDF Export Settings

Once you have completed your design layout, you may decide which type of final files to supply. Walsworth accepts both PDF and supported native application files. Your cost estimate should state how the job is to be submitted to Walsworth. We are committed to providing the best support in the business, and have exports settings for creating your PDF files. If supplying **native files**, remember to supply all fonts and images used in your application. Adobe software has a **Package** feature to send a zipped file containing your document's application file, markup file, links, and fonts.

If submitting your files in **PDF format**, please use the **export settings** provided to you with your welcome letter. Download the file **WalsworthPDFPreset_7_20_21** to your desktop and follow the instructions on loading the preset to your list of Adobe PDF Presets in Adobe or Quark.

You'll use this export setting to export your print-ready PDFs. If you have any trouble loading our preset to your list of presets, please call Computer Support and we will walk you through the steps. It is **very important to use our preset to export your PDFs, as these settings are what we need in the PDF to most effectively and efficiently produce your book.

Adobe PDF Preset
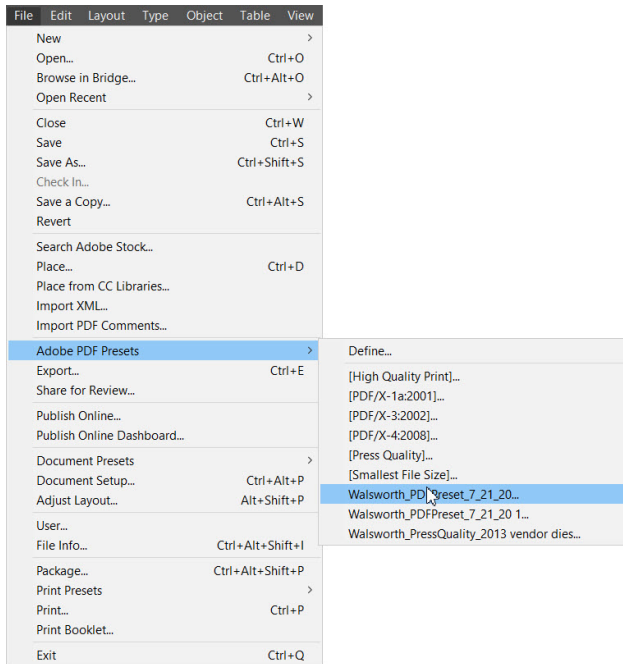
Quark PDF Preset

(Use File>Layout as PDF)

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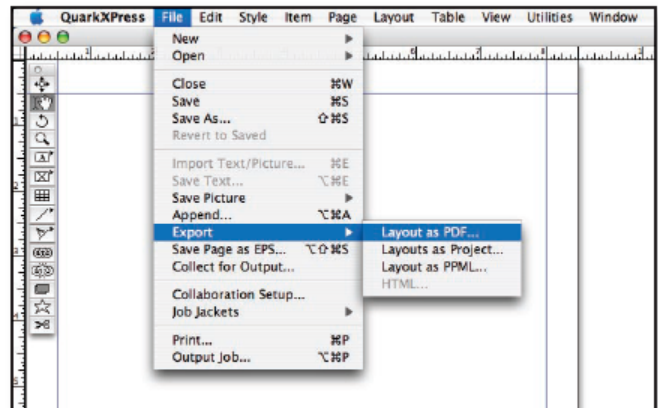
Preflighting, Proofing and Corrections

Preflighting - Upon receipt of your final files, our Prepress Department will preflight your files to identify any errors. If errors are detected, you will be notified on your **Proof Form** or by your Customer Service Representative. We will advise you of any issues and offer suggestions for resolving problems. Remember that even though a file may pass inspection in Prepress, unforseen errors may still arise. Ultimately, the responsibility for conformance to all specifications rests upon the designer of the files.

Proofing - Walsworth uses high-end output devices to RIP, trap, impose and proof your files. You will have the following proofing options:

- **Soft Proofing - Also known as online proofing, this method is used if a short turn around is required. Designed to show layout and pagination only, soft proofs are not color accurate. This tool can improve your schedule.**

- **Digital Content Proofs - These hard-copy proofs are in book form and are designed to show layout and pagination. They are not color accurate.**

- **Color or Black and White Contract Proofs - Contract proofs are color accurate.**

- **Press Proof - Press proofs are printed on the press and paper stock used to manufacture your project. This is the most color-accurate proof. Press proofs are requested when an exact color match is desired, the inks are spot colors, the customer wants to evaluate coatings or laminations on top of an image, or the substrate is not a 1, 2, or 3 white gloss sheet.**

Corrections - Corrections should be made by the designer. If native application files were originally supplied, our Prepress Department can make the changes for a minimal charge. If a PDF was originally supplied, corrections should be made by the designer, and a corrected PDF supplied. If Walsworth makes any corrections to a PDF, you will be charged for that correction. Please contact your CSR for pricing of Walsworth corrected files.

Please mark any correction page on your **PROOF FORM** and return it to your Customer Service Representative when you upload your correction files. Please also indicate if you will need to see a **revised proof** of the correction.

Walsworth is a service-focused, mid-size provider of print services to the catalog, book, magazine and association print markets. In addition to print, we provide our customers with solutions to distribute content, improve audience engagement and grow revenue.

Today, under its **second and third generations of family ownership**, Walsworth continues to prioritize exceptional service, quality products and a strong sense of community. Walsworth is also the only family-owned printer of yearbooks and is the **29th largest printer** in the United States and Canada.

To learn more about our products and services, please visit us at **www.walsworth.com**.

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