



Lane Press Top 12 Most Common Problems Associated with Supplied PDF Ad Files

- 1. RGB vs. CMYK**
- 2. Total Area Coverage (TAC)**
- 3. 4/C Black Text**
- 4. Missing or Corrupted Fonts**
- 5. Missing Graphics**
- 6. Incorrectly Formatted Images**
- 7. Low Resolution**
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- 10. Live Matter Placement**
- 11. Narrow Borders**
- 12. Missing Laser or Color Proofs**

We have gathered this information to assist you in building your media kit and speaking with advertisers regarding your ad file requirements. Should you have any questions, please do not hesitate to contact your Lane Press Customer Service Representative.

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RGB vs. CMYK

Monitors (TV and computers) merge the colors of Red, Green, and Blue (RGB) to create color. Printing presses use cyan, magenta, yellow, and black (4/color) to create color. Since offset presses use CMYK, all graphics must be converted from RGB to CMYK in order for them to print correctly. This conversion should be done before the graphic is placed into the page file.

Total Area Coverage (TAC)

TAC defines the amount of ink that will be applied to a given area on the printed page. It is calculated by adding the percentages of C, M, Y, and K colors. The acceptable upper limit falls between 260 and 300, depending on considerations like paper stock and layout content. All graphic elements should be checked carefully during the design phase because heavy ink amounts can result in quality problems on press, such as blistering, trapping difficulties, and poor ink transfer.

The best way to avoid problems is to check all dark color areas to make sure they are within the acceptable limit. Preflight programs offer automatic functions to check many graphic elements, although images must be checked manually in Photoshop.

4/c Black Text

Small black text ('edit' or 'body text') should always be formatted as one-color black. This means it is built of 100% black and not a combination of the other process colors. This will ensure that the type appears clean and crisp. We recommend avoiding the use of "Registration" or "Auto" black and instead using only the preset "Black" swatch color. Text pasted into layouts from other documents should be checked for color consistency.

Missing or Corrupted Fonts

To avoid text that reflows or defaults to a courier type face, make sure the system fonts used to create the page are included with the page file.

Missing Graphics

When submitting 'Native' page-layout files, include all graphics (placed 'source' files) with your document. In addition, always use the 'place' command when inserting images into your page rather than the 'cut-and-paste' function.

Incorrectly Formatted Images

Please make sure to avoid GIF, CT, BMP, WMF, and PICT files when furnishing files for print production. These file formats work fine for screen or Internet display, but should not be placed in a page layout [why?]. When preparing a color file, convert these graphics to CMYK TIFF format and carefully assess the image quality. If you are using JPEG images, examine them in Photoshop for artifacts—telltale signs of a low-quality jpeg compression. These files may be unsuitable for offset printing. If you must include poor-quality images in your layout, you should alert your publisher/printer in order to avoid potential production delays.

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Low Resolution

Image resolution refers to the density of color pixels present in a given image file. Optimal resolution for color and grayscale images (halftones) is 300dpi at the final printed size. This resolution is measured in pixels-per-inch. Low-resolution images (under 300dpi) will exhibit a 'pixelated' look, compromising the quality of your project.

Incorrect Page Settings

Trim size is the final cut size of the finished printed piece. Check with your printer/publisher and build your page using the specified trim size. Do not use a default setting. Incorrectly sized files can result in the cropping being off and possibly live matter trimmed.

Short Bleeds

For any graphic in your layout that extends off the page on all four sides, the graphic should be opened to extend 1/8" in order to 'bleed' off the page. The reason for this is to avoid unsightly white edges that can result from minor variations in page trimming. Adhering to the 'bleed' and 'safety area' rules ensures that these minor variations will not be noticeable.

Live Matter

The safety area for live matter is at least 1/4" away from the final trim. Placing live matter far enough away from the trim will minimize the chance of the image getting cut off when the final piece is trimmed. In perfect bound books, live matter on the inside, next to the gutter, should be placed 3/8" from the center fold. This eliminates the potential for images getting lost in the spine of the book.

Narrow Borders

When designing full-page borders, it is important to follow the guidelines for bleeds and the safety area for live matter. It is also important to remember that variation on press and binding equipment does not occur uniformly to all sides of the page. With standard variation, a thin border can appear crooked or uneven. For this reason, we discourage using borders of 3/8" width or less along the edges of the page.

Missing Laser or Color Proof

The best way to ensure that your file is produced correctly is to furnish a color or BW proof of the page that is 100% to size. Furnished color proofs built to SWOP standards are preferable because they can be used on press to make sure the final production of the page meets your expectations. All SWOP proofs should include color bars.