# **Print NW**

## Artwork Submission Specifications for Digital Printing

| File Format •  | Adobe Acrobat PDF (Versi                  | on 1.6 or later) • InDesign Packaged File (include links and fonts)  |
|--|---|--|
| Layout Scale • Full Scale Preferred • Single Pages Document (16 page Book will have 16 pages)  |   |  |
| Art with Bleed • Final size + .125 inch perimeter bleed  |   |  |
| <ul> <li>Layout Scale</li> <li>CMYK</li> <li>Pantone (PMS) as Process spot colors of the material its on</li> <li>Please convert all spot color that are not printing in PMS to CMYK</li> <li>Recommended: solid black as 4-Color rich blacks (C: 60, M: 40, Y:40, K:100)</li> </ul> |   |  |
| <ul> <li>All Fonts included as resource files</li> <li>Black Type as 100% K (Black) value</li> <li>Or else, Convert to outlines or paths</li> </ul>  |   |  |
| Images • All images as CMYK  |   |  |
| Print Resolution • 300 ppi (High Quality prints) • 150 ppi (Standard output)   |   |  |
| Output Profiles  | <ul> <li>Compression settings:</li> </ul> | Color Bitmap Images = to 300 for images above 450<br>Grayscale Bitmap Images = to 300 for images above 450<br>Monochrome Bitmap Images = to 1200 for images above 1800 |
|  | OUTPUT settings:                          | Color Conversion = No Conversion<br>Profile Inclusion Policy = Include Tagged Source Profiles  |

Acrobat Distiller Settings - Whenever possible, download our Print NW settings from: https://assets.printnw.net/PrintNW\_Acrobat\_Settings.zip, otherwise use the settings shown below

### **Compression Settings**

#### Export Adobe PDF Export Adobe PDF Adobe PDF Preset: PNW\_Offset-Digital Adobe PDF Preset: PNW\_Offset-Digital \$ Compatibility: Acrobat 7 (PDF 1.6) Standard: None Compatibility: Acrobat 7 (PDF 1.6) Standard: None \$ \$ \$ Output Compression sicubic Downsampling to : 300 pixels per inch for images above: 450 pixels per inch Compression: UPEG 2 Tile Size: 128 Image Quality: Maximum 2 Grayscale Images ompression arks and Riceds Color -Color Conversion: No Color Conversion + Destination: N/A rity mary Profile Inclusion Policy: Include Tagged Source Profiles \$ Ink Manager... Simulate Overprint Grayscale Images Bicubic Downsampling to Bicubic Downs PDF/X -Output Intent Profile Name: N/A ‡ Output Condition Name: N/A Output Condition Identifier: N/A Monochrome Images Registry Name: N/A Description Compression: CCITT Group 4 \$ Compress Text and Line Art Crop Image Data to Frames Cancel Export Cancel Export Save Preset... Save Preset...

Acrobat Settings Please review PDF before Submission

- MAC: When Acrobat is open
  - Go to drop down>Preferences>General
  - Select Page Display Tab
  - Make sure Use Overprint Preview = Always
  - Make sure Default Transparency Blending = Working CMYK
- PC: When Acrobat is open

**Output Settings** 

- Go to Edit > Preferences
- Select Page Display Tab
- Make sure Use Overprint Preview = Always
- Make sure Default Transparency Blending = Working CMYK

#### **Artwork Submissions:**

Electronic Delivery

• FTP / Website - Please go to https://www.printnw.net/upload-a-file and select your Sales Representative

Digital Media - Please supply files on one of the following physical formats:

CD 
 Flash / Thumb Drive 
 Removable Hard Drive