

# SUPPLYING ARTWORK



MULTIPRINT

## Helping you to help us!

Hopefully you will find all the necessary information within these specification sheets to submit your artwork for a trouble free print run.

If you are having problems or there is something you do not understand, please feel free to contact us at any time, our experienced designers will be more than happy to give you some guidance.

### Contact details

Managing Partner	George Warner
Estimating	Jay Todd
Artwork	Nina Speedie or Lesley Warner
Accounts	Elaine Graham

### Multiprint

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Email	enquire@multiprint.tv

## Sending

**On disk** Artwork can be supplied on either 3.5" floppy disk  
CD or DVD  
Zip disk, 100MB or 250MB  
USB Memory Stick

**By e-mail** When sending files via e-mail, please inform us of the computer platform you are sending from e.g. Mac, PC.  
Please send to **jay@multiprint.tv** unless another email address has been given.  
The size of computer files sent by e-mail must be under 5MB.  
Please supply ALL relevant computer files.  
Where possible please compress file, using a file compression utility such as Stuffit or Winzip, into one zipped file.  
Please ensure that all files e-mailed are clearly labelled.

### IMPORTANT

#### **A HARD COPY OF YOUR JOB MUST BE SUPPLIED**

Failure to do this may result in your job being delayed.  
Multiprint cannot accept responsibility for any printing errors if you do not supply a hard copy. Please indicate if you require a colour laser proof prior to printing. Please note that once a proof copy is signed off Multiprint cannot accept responsibility for errors that may occur.



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## Software supported

We advise that artwork is generated only in the following design programmes:

MAC	PC
PageMaker	PageMaker
FreeHand	Publisher
QuarkXPress	InDesign
Illustrator	Illustrator
Photoshop	Photoshop
InDesign	

The following programmes could be subject to a resetting or checking cost, please enquire before placing order.

MAC	PC
CorelDraw	CorelDraw
Microsoft Word	Microsoft Word
PowerPoint	PowerPoint
Excel	Excel

## Specific Programme Requirements

### PageMaker, FreeHand, QuarkXPress, Illustrator, InDesign, CorelDraw

All picture files, fonts and programme files must be supplied along with laser prints of the job.

### Photoshop

Please save all Photoshop files as either uncompressed TIFF files or Photoshop EPS files. All Photoshop files must be flattened prior to saving. (TIFF files saved with layers or EPS files containing vector information may not work correctly when the file is ripped and may generate unwanted results.)

### Publisher, Microsoft Word, PowerPoint, Excel

When submitting files from PC applications they usually require some additional work to make them print ready. Please ensure we are aware of the format they are being supplied in to allow us additional time in the production schedule. In Publisher DO NOT use items on a master page. Please use PMS colours for any coloured text, lines or fills.

### EPS

Any other file formats not listed above must be saved as an EPS or JPEG. If there are any changes to the job, you may have to amend and re-submit the artwork as we will be unable to change it. Ensure file has a 3mm bleed and crop marks and please confirm the final size of the artwork and supply a laser print for reference.

### PDF

When supplying PDF files everything in full colour MUST be CMYK and all fonts must be embedded. If you require a spot colour please confirm correct Pantone colour required. Please ensure that black text is 100% black and not made up of CMYK (Auto). The document should also be supplied at the correct size and include a 3mm bleed where necessary.



## Images

Scan line art at 600 dpi or higher for optimum quality. If the file is a Bitmap TIFF the file should be at least 1200dpi at the size it is being used. All grayscale or colour images should be saved at 300 dpi (150 lpi) and should be imported at 100%, (give or take 10%). Rotate, scale and crop images before importing into your layout. Images for four colour process jobs must be saved as CMYK TIFF or EPS format (RGB may look better on screen but the file cannot be used in this format when printing). Graphics file formats to avoid include; GIFF and PICT. It is best to convert these graphic formats to a TIFF or EPS before using them in your page layout. Although you may be able to import them into PageMaker or QuarkXPress as one of the above, the results can be poor or unpredictable when printed.

Images for inkjet output (large format prints) should be saved as 100dpi at final size and RGB.

## Supplying Logos / Vector Illustrations

If your logo is two or more colours it is best created in a 'vector' based graphics programme such as Adobe Illustrator or Macromedia FreeHand and saved as an EPS file format (Encapsulated PostScript). We can also accept Windows Meta Files.

## Fonts

List all fonts used within your layout. If your work is Mac based, include all your fonts with the file. Remember to include all components (screen and printer fonts). Font substitutions could affect line lengths and line breaks. If position is critical, indicate that fact on the hard copy and convert the fonts to outlines before sending us the file. This will ensure exact placement according to your specifications.

Some software packages have a 'collect for output' feature.

## Colour

### Full Colour

All full colour printing should be completed and saved in CMYK process. Multiprint cannot take responsibility for any unexpected results experienced from artwork supplied in non-CMYK colours. Please delete all unused colour swatches from the colour palette.

### Spot Colour

Please specify Pantone spot colours when placing your order. If you are unsure, please ask to see a pantone colour swatch. Multiprint cannot be held responsible for colours chosen incorrectly.



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## **Ink**

Total ink density must be no more than 200% maximum e.g. 100% cyan, 60% magenta 30% yellow 10% black. This is to avoid ink set-off and to assist in ink drying.

## **Transparency**

Although transparency can look okay on the screen, please note that some software programmes can only handle transparency if your job is to be printed in CMYK (full colour) and not spot colours.

## **Bleed**

All artwork must include a 3mm bleed on all sides.

## **Overprint / Knockout**

Please ensure that no elements of the design are set to overprint unless specifically required. We cannot always check for this and it is likely to generate unexpected results.

If you are unsure, print out colour separations to check if anything is missing prior to sending us your file.

## **Amendments**

We aim to check and prepare for print all artwork as soon as it is received, should you need to amend your artwork and re-supply it you must phone us to arrange this. If the files are complex and take significant time to prepare for print a charge may be incurred for re-supplied files.

## **Confirmation**

Artwork will only be processed on receipt of written, fax or e-mail confirmation of the full order and receipt of payment, or authorised Purchase Order where agreed credit terms exist.

## **HELP!!**

If you have any problems preparing your artwork for print or do not understand something within this specification sheet. Please do not hesitate to call us on:  
01592 204755 or e-mail: [helpmeout@multiprintco.com](mailto:helpmeout@multiprintco.com)