

## GRAPHICS

Colour scans should be CMYK. If RGB or Lab colour files are submitted, we will need to change these to CMYK, involving extra cost and requiring proofs. EPS, JPEG, TIF and DCS files are supported.

Scans for bitmap graphics should be at 300 dpi resolution. Line art should be scanned at 1200 dpi although 600 dpi may be acceptable.

## PROOFS

There are five types of proof we can supply from digital data:

- 1 Iris Proofs**, B3 size (360mm x 510mm). 1200 dpi, colour consistent. Useful for checking and approving all content, colour matching and positional accuracy. Cost, approximately £15 per B3 sheet depending on quantity. For those people who are confident using Chromalin or MatchPrint proofs, these are a close digital equivalent, they are produced from the same RIPped data which goes to plate.
- 2 Improofs**, up to B1 size (1020mm x 720mm). 300 dpi. Useful for checking position and text above 9 pt. Not colour accurate, cost approximately £10 plus £1 per page.
- 3 PDF2Go Soft Proofs**. These are low resolution PDF files made from the RIPped page data. They are useful for checking page running order when several different files have been submitted and amalgamated into one file, such

as advertisements. They are also useful for checking overprint and knock-out in complex designs made in Illustrator or Freehand. Text under 16 pt will be illegible due to the down-sampling. Soft proofs are often too big to send by e-mail, we will send them out via FTP or ISDN. The cost for soft proofs is £10 plus 50p per page.

- 4 PDF proofs**. These are low resolution versions of the same files we would send to print. They are useful when Quark or other DTP files have been submitted, text is at high resolution but all pixel images are downsampled to 72 dpi. These proofs cost £10 plus 25p per page.
- 5 Laser proofs**. These are black and white page proofs, up to A3 size. They are useful for checking mono work and checking text. Cost £10 plus 4p per page A4, 7p per page A3.

**Our aim is to support our customers' technical needs. Please contact our technical support team if you need any assistance.**



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## Supplying Digital Data....

*Cambrian Printers have the latest digital pre-press and computer-to-plate (CTP) technology, using PC, Mac and UNIX computers. Our technical support team want to help*

*you send us files which will work efficiently with regard to cost and turn-around time. We can provide consultancy and training services should you require.*

## PREFERRED DATA FILE TYPES

- 1 PDF** (Adobe Acrobat Portable Document Format) files made to PDF/X 1-a 2001 specification, PPA Pass4Press specification or as described on our web site – www.cambrian-printers.co.uk. PDF is the most efficient file type, bringing faithful reproduction of content with the fonts, graphics and page layout integrated into one cross-platform file. Many customers now trust PDF to the extent that they do not require proofs from us. Spot or Pantone colours can be accommodated in the composite PDF format but not if duotones using spot colours are required – please telephone to discuss the most efficient work-around solution for your requirements.
- 2 PostScript**, made by printing to file on disk using an approved PPD (PostScript Printer Description) – available from our web site.

### 3 Application files of the following types:

Quark Xpress for Mac or PC  
Adobe PageMaker for Mac or PC  
Adobe Indesign for Mac or PC  
Adobe Illustrator for Mac  
Macromedia Freehand for Mac  
Adobe PhotoShop for Mac

**Please note that the graphic files must accompany the application files and that there may be problems with fonts that need to be addressed on an individual basis. When application files are sent, proofs are always required before we can print.**

### 4 MicroSoft Word and Publisher files may be acceptable depending on content and use of colour, please send test files in order to determine their suitability.

**Please send test files if you are unsure of the specification, we provide a free file checking service.**

Material supplied on film, bromide or paper will require scanning in order to enter our digital systems. Files which require corrective work due to specification failures may be fixed by our data-processing team. Minor errors which can be fixed in less than half an hour will be done free of charge and proofed to the customer for approval. Corrective action to fix files where the problems are not simple will only be undertaken after customer

approval of the estimated cost. If, after corrective action, a customer gives the order to proceed without proofs, Cambrian Printers will require written indemnity against liability for change of content.

### DIGITAL FILE DELIVERY

We are happy to accept files by ISDN on 01970 627012 / 639014 (2 or 4 channel) or on our FTP servers. We can supply FTP sites free of charge for customer to transfer files to us. Please contact us for your private FTP address. Files over 200 MB in size are best sent by post or courier on CD or DVD as they may take several hours to transfer via FTP or ISDN.

E-mail: We are happy to accept files of up to 20MB via e-mail although some Internet Service Providers (ISP) may not allow this.

### FILE NAMES

Providing UNIX file naming rules are adhered to, we archive all files sent to us. Please do not use non-alphanumeric characters in file names – characters such as ;,/,@,% will prevent successful data processing. Please also ensure that file names are under 16 characters in length. Files not conforming to these rules will have to be re-named and this could cause problems with DTP documents containing linked graphics.

### WE SUPPORT THE FOLLOWING REMOVABLE MEDIA:

CD ROM (Mac, PC or ISO 9660)  
DVD RAM  
DVD ROM  
Iomega ZIP (up to 250 MB)  
3.5 inch floppy disk

### PAGE SPECIFICATION

Ideally, for magazines and journals, a single multi-page PDF file should be supplied for the text pages with the cover sent in a second file, made up as two pages of spreads. If there is a spine for the cover, this should be included in the spread – please ask for our spine width calculator spreadsheet if required. If bleed is required (images and colour going to the edge of the trim size) then this should be included in the digital files with crop/trim marks. 3mm bleed is the standard, with the trim marks offset by 3mm outside the trim area. For example an A4 publication would have a trim size of 210mm x 297mm, a bleed size of 216mm x 303mm and a media page size of approximately 236mm x 323mm in order to accommodate the trim marks. Pages in PDF files should be centred on the media page size. Please ask for examples if required.

