



Digital File Recommendations and Specifications

Rohrer accepts a variety of digital file formats for print. We'll make every effort to work with you to assure the quality of the project meets your expectations. The following recommendations will help to assure best results:

File Formats

Adobe Illustrator (Preferred) - Vector files in AI, PDF formats are recommended for reproduction. For best results, submit files as final size with fonts converted to outlines. Embedded raster images should be in CMYK color mode and a minimum of 300 DPI at final size.

PDF - Prepare for print in CMYK mode with embedded images at resolutions of 300 DPI or higher and embed all fonts.

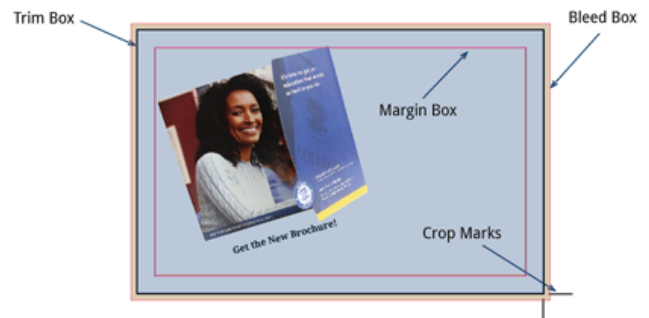
Adobe InDesign - Package for print provider or include all images and fonts.

Photoshop or other image file - Create PSD file with layers and fonts included. Flattened Photoshop files or raster (.jpg or .tif) images from other photo editing platforms should be submitted at 300 DPI in CMYK color mode. Our ability to alter or correct flat image files is limited.

Bleeds and Safe Area

Bleed - 1/8" all sides

Safe Area - Allow a minimum safe area (margin) of 1/8" including around any internal cutouts



Fonts and Graphics

Fonts and graphic images should be embedded in .pdf files. Please include or package font files and images separately if submitting native files. For best results, convert fonts to outlines.

Minimum font size: 6pt. Regular (no Thin).

Proofing

You'll want to make a final check of your art after prepress changes have been made. Rohrer provides PDF proofs for every project for your approval. PDF proofs may vary in color from monitor to monitor unless color calibration is applied. Hard copy proofs are available by request and will be delivered for approval by your Rohrer sales representative. If color must be absolutely precise, we encourage you to schedule a Press Check to approve color and print quality as production begins.

* Press approvals are **not** offered for Combo items.

FTP

Customers may upload their final files to our FTP site. A login I.D. and Password is required and can be requested on our website at www.rohrer.com or by contacting your account representative. Upon request, I.D. and password will be provided via email within 24 hours.



Guide For Electronic File Preparation

To maintain high quality printing standards and to insure prompt turnaround, files should be prepared to certain specifications. Below are some helpful hints to minimize delays.

1. Provide native, layered files... i.e. Illustrator (preferred file type), InDesign, Photoshop or composite PDF.
2. Always supply the finished size, colors or any pertinent information (the more the better).
3. Prep the file in CMYK mode not RGB.
4. Supply all color images as CMYK (**300 dpi** resolution at placed size) not RGB, LZW etc.
Make sure that all linked images are supplied.
5. Minimum font size is 6pt medium; same for reversed out type. Minimum line stroke is 1pt.
6. Avoid using the stylize button to **bold** or italicize fonts. Use an actual font.
7. Type that is set in Photoshop will be rastered and will not print clean.
8. Prepare the document to the final trim size, not on an oversized page.
9. Supply all die specs on a separate layer and make sure no copy is on the **DIE LAYER**.
10. Supply a complete file each time a file is sent.
11. Rohrer can only guarantee **UPC (Barcodes)** 80% or larger. Rohrer will always replace customer supplied barcodes. Rohrer will **not** take responsibility for client supplied **UPC** and must sign off for use.
UPC must have a white box behind it and minimum 1/8" quiet zone.
12. Use correct color naming on color palette i.e. PANTONE 286 C (Royal Blue is NOT a color);
unless client is requesting a **Match** color.
13. Each item / card should be on its own page. Do not gang multiple cards on one document.
14. Do not supply unused layers and do not hide unused artwork.
15. Do not create manual trapping by adding a stroke.



Proofing

Epson, Webcenter
and PDF Softproof

Computer Platforms

Mac and PC

Software

Adobe Creative Suite
Esko Artworks



Press Specifications

	<u>OFFSET</u>	<u>FLEXO</u>
<u>Color Units Max</u>	8/2 and 9/1	10
<u>Print Standards</u>	GRACoL	SWOP
<u>Screening</u>	AM, Concentric and FM	Flattop
<u>Screen Ruling</u>	150, 175, 220	136 LPI

Maximum Printed Colors	4 Color Process + 5	Process +CMYK + OGV
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Proofing Color	GMG	Spread / Choke / Traps / Grips	.003 inches
Dot %	1	Required pullback / Grip on Supporting White	.002 inches
Max Dot %	99	Bleed Requirements	.125 inches
TAC%	280		

OFFSET GRACoL 20016

Density				TVI (Dot Gain) at 50%			
K	C	M	Y	K	C	M	Y
1.81	1.45	1.45	1.05	20	16	16	15

Flexo SWOP 3 Coated

Density				TVI (Dot Gain) at 50%			
K	C	M	Y	K	C	M	Y
1.60	1.30	1.40	1.00	20	17	17	16