



This document is a reference guide to assist in the creation and submission of digital files. Following these guidelines will assist in creating files which process efficiently and print as intended. If you have any questions, please contact your customer service representative.

General Design Recommendations

Document Size

This is usually specified in page setup

Books

Documents should be set-up in single page format. Set your document size to the trimmed page size of the book. Most applications will allow you to view and print the book in spreads while designing.

Single unbound pieces

Set your document size to the trimmed flat size of the piece you are designing.

Bleeds

A bleed image should extend 1/4" past the true dimension of the page to ensure that there is enough image to be trimmed off without white space appearing at the edge of the page.

Image Resolution

Images should be high resolution. For best print quality, use the listed minimum high resolution values listed.

Scanned line art 1000-1200 ppi at the size used

Grayscale/Color Images 300 ppi at the size used

Colors

Always take care to specify exact colors to be used in your document

Spot Color Documents

Spot colors should be identified as the correct PMS number (Pantone Library) and not a custom color such as "Dark Blue." Always use identical color names within a document. Example: If an EPS file is created in Adobe Illustrator and imported into QuarkXPress, you must use exact same color name in the Xpress document.

4 Color Process Documents

PMS colors will be converted to process unless specific instructions are given to print as and additional color on the job. When printing large areas of a black solid, create a color called rich black and apply. Specify this color as 50C/40M/40Y/100K

Fonts

Most output problems are related to font issues. Take care to limit the number of fonts used in a document by being consistent with font usage.

Line Weights

When lines are output at a high resolution, they may become too thin to hold on the press. To preserve these elements in print, line weights should not measure less than .25pt.

Trapping

Davis Direct's adoption of the Creo Prinergy System has made trapping an automated part of the output process. Therefore, we request that customers apply NO trapping to their submitted files.

Transparencies

Several applications currently support transparency. Saving Illustrator documents as EPS files, exporting PDF files from InDesign, or writing PostScript and distilling-to-PDF will help to get transparent effects to output properly.

Submitting Application Files

When submitting files for output in the native application, please make sure you send:

1. Native application file
2. All supporting image files
3. All fonts used in the document

When all fonts and support files are linked properly, most programs contain utilities to gather all necessary files for you

Supported platforms include:

Macintosh OS 9.x, OS 10.x;
Microsoft Windows 98, ME, 2000, and XP.

Applications/Versions:

The following applications are supported.

QuarkXpress 4.x-6.x
Adobe InDesign 2.x-4.x (CS2)
Adobe Pagemaker 6.5-7.x
Adobe Illustrator 8.x-12.x (CS2)
Adobe Photoshop 5.5-8.x (CS2)
Macromedia Freehand 9.x6.(MX)
Limited support for Microsoft Publisher

Digital File Delivery Methods

Media

Accepted media includes CD-RW (ISO 9660 or Mac Standard), DVD, USB flash drives

FTP

Files may be transferred through the Davis Direct FTP site. Please contact your customer service representative for instructions. It is best to compress your files with WinZip, Stuff it etc.(.zip, .sit, etc.) prior to transferring. Please include all PDF files, graphic files in their native form (high resolution only) and any fonts that are used.

Email

Smaller files (less than 30MB) may be transferred via email. Please email these files directly to your customer service representative.

Creating PDF Files

PDF Correction Policy

PDF is very stable file format that enables the customer to “lock down” the contents of pages, but consequently does not allow much flexibility for editing. Therefore, we do not edit PDF files. All content changes to PDFs should be made by the publisher. Revised files should be clearly identified to distinguish them from the original files.

General Guidelines

Use Adobe Acrobat Distiller to create PDF files for printing. From the print dialog screen, click the Properties box and select PDFX1a from the settings pull down. This will produce the best PDF for print production. Page size dimensions should be input as 1" larger than document/trim size. This allows creation of oversized PDFs which shows all page marks and bleeds.

If your document is set up correctly everything will be centered vertically and horizontally and you will be able to view the crop marks and bleeds in the Acrobat document window.

Adobe InDesign CS 1 or 2

With the increase in use of transparencies, very specific PDF files need to be created when using InDesign.

Steps involved:

1. Download Davis X-1a.joboptions file and drop into the InDesign application folder
2. From File>Adobe PDF Prest>Define select Load
3. Navigate to the application folder and select Davis x-1a.joboptions and click open
4. Davis x-1a.joboptions will now be available as an export preset option. Use the settings below to export the PDF file.

