Prepress Instructions

Page Layout Software to Create PDF Files
InDesign is the preferred program for creating PDF files. We cannot accept native InDesign files.

Image Software
PhotoShop and Illustrator are recommended for creating photos and logos. Proper resolution is 300 dpi for photos and 600 dpi for logos at their final layout size. All art must be saved as CMYK, not RGB or indexed color. Do not make any dot gain adjustments. Our prepress software adjusts dot gain automatically.
- When preparing images for printing heatset on coated stock, highlights should have a minimum of 4%, shadows a maximum of 95% and maximum ink density should not exceed 290%. Heatset prints 150-line screen.
- When preparing images for printing coldset on uncoated stock, highlights should have a minimum of 3%, shadows a maximum of 85% and maximum ink density should not exceed 240%. Coldset prints 120-line screen.

Fonts and Type Sizes
Most fonts can be used as long as all fonts are embedded in your PDF file. Do not stylize fonts using the bold, italic or other style buttons. **Do not use reversed, screened or tinted text smaller than 12 pt. Text smaller than 12 pt. should be 100% black or 100% knock-out to white and not 4-color process because misregistration is likely.**

Trimmed Publications (Document Size and Live Area)
Your document page size should equal your trim size. **If images bleed off the edge of the page, add 1/4" to the image beyond the trim. Keep text (including folio line) and critical elements at least 3/8" inside the trim.** Do not place borders at the edges of the page since normal variations may cause them to trim unevenly. If any facing pages have crossover elements, avoid text smaller than 30 pt. Crossovers may not be perfectly aligned unless they are in the center spread.

Untrimmed Publications (Document Size and Live Area)
If your publication will not be trimmed, images cannot bleed off the edge of the page. Your document page size should equal your full-page size including the white border. The size of this white border will vary, depending on your publication's format and web size. Ask your CSR to confirm the live area for your specific publication.

PDF Files
Your PDF files must be single pages, not 2-page spreads. Even "cross-over" spreads must be exported as single pages and not spreads. Show crop marks for each page and make sure the "Offset" setting in the "Marks and Bleeds" menu is 1/4". PDF file names cannot exceed 15 characters in length. When supplying revised PDF files, add "REV" to the end of the file name.

PDF files must be exported from InDesign using our files presets. Download either the heatset or coldset job options file from the Prepress page at **www.egpp.com**. If this is the first time you are supplying PDF files to Evergreen, you should send a few PDF test pages at least one week before live files are due.

Online Proofs
Online proofs are accessible via the internet. **You should assign only one person to approve online proofs, but you can also assign others with viewing rights only.** Online proofs offer the quickest turn-around for tight schedules, but color perception is limited by monitor calibrations. Therefore, you should use online proofs for content only.

Hard Copy Proofs
Hard copy proofs can be shipped to you at added cost and time if you need to see color proofs. Hard copy proofs are your best option for color and content approval.

Uploading your PDF files to Evergreen's SFTP Site
You will need to install FTP Client software to your computer. You can use FileZilla for either PC or MAC which is free and can be downloaded from the internet. Do not use Core.
Your PDF files can be uploaded after logging in with a personalized username and password.
Your customer service representative will provide you with this login information.

Sending files to Evergreen's SFTP site
1. Once you are in your SFTP Client software, enter the web address (host name): egf08.egpp.com
2. Choose the Protocol SFTP-SSH File Transfer Protocol
3. Enter your username and password when prompted.
4. Place all files in the root level of your folder. Do not place files in the folder named "Evergreen Use Only".