

**Cummings**  
Publication Printers Since 1914

**Your complete guide to  
*Electronic File Submission***

**CPC**

The following guide is designed to cover the major aspects of preparing your publication for submission to Cummings Printing from a Pre Press Perspective.

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# ORGANIZATION

## 1. File Naming

One of the most important aspects of submitting page files is “file naming”. When using names that refer to something specific in your own production cycle remember, so do the other hundred or so customers we service on a monthly basis. Everyone has their own system and the names that mean something to you sometimes mean nothing to us. This is why it’s imperative that the files you send us are named for the page ranges they represent. This keeps things simple and consistent and eliminates confusion for everyone.

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## 2. Document Collection

When it comes to collecting all the pieces used in your project it is important to follow some basic guidelines:

A. Create a folder, naming it for the page ranges to be represented.

**(DO NOT CREATE DOCUMENTS LARGER THAN 16 PAGES)**

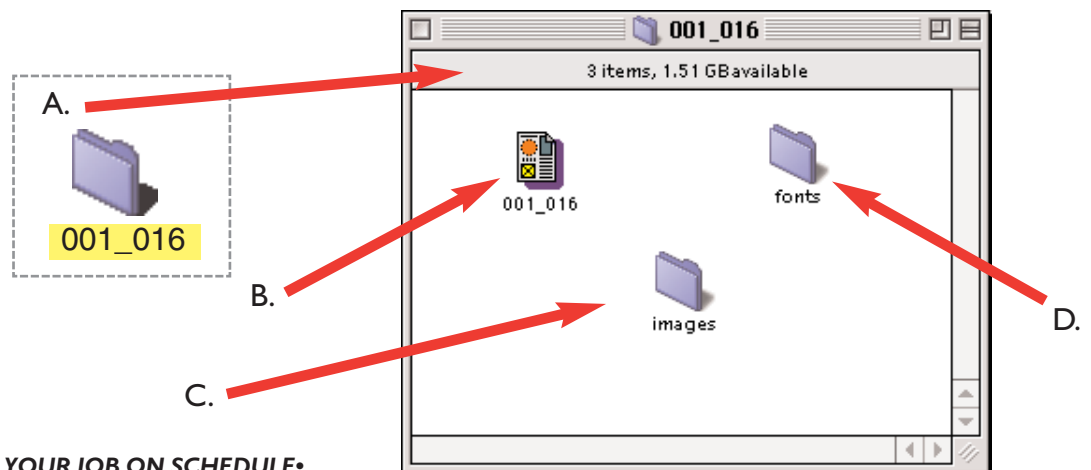
B. Within that folder, copy the document we talked about above.

C. Now create a folder called “images”, also inside folder A above.

(This will contain all the links for your document)

D. Finally, create a folder called “fonts”, inside the folder.

(This will contain all the fonts needed for this specific document)



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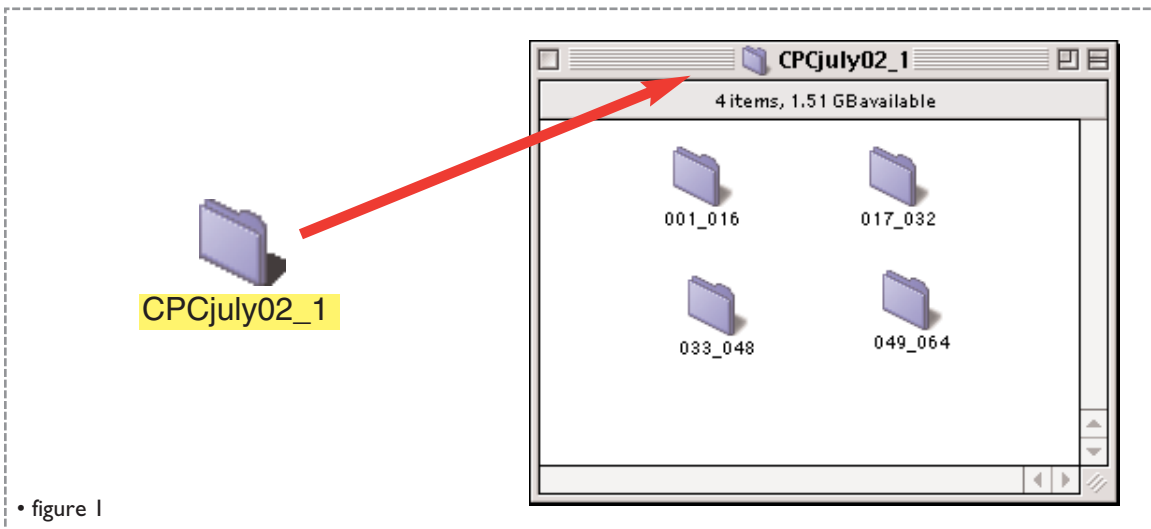
## 3. Complete Job Collection

When it comes time to gather all the folders containing the different sections of your publication, copy them into one or more folders named for your specific publication including the issue number and or month that it represents.

\*Note: It’s OK to have several folders with this naming scheme, just use an \_1, \_2, \_3, etc. at the end of the name.

(eg: CPCjuly02\_1, CPCjuly02\_2, etc.)

•see figure 1, next page

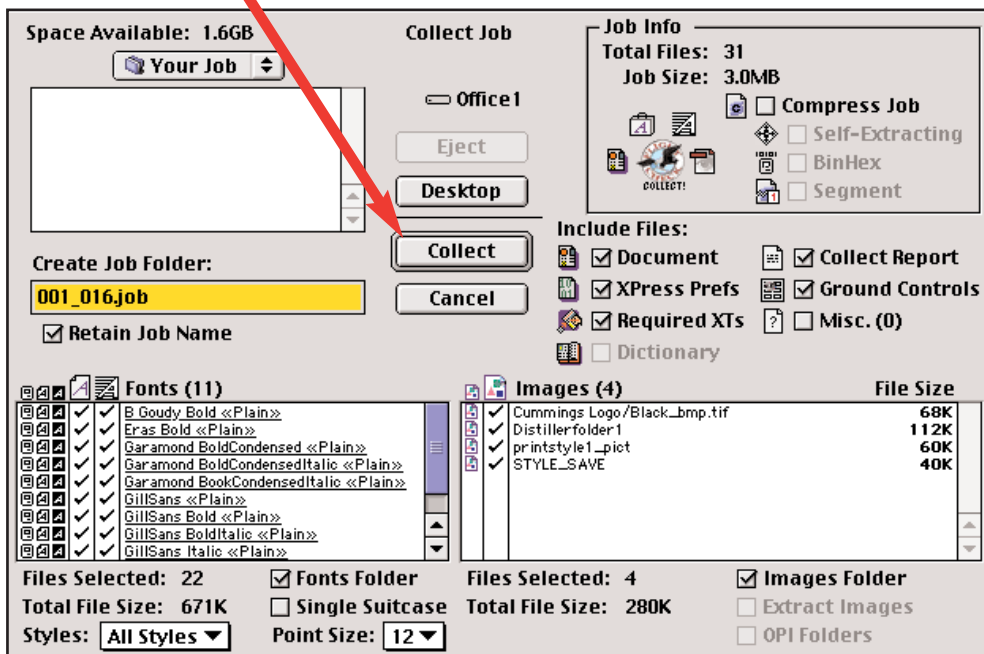


• figure 1

Depending on the size of your publication and the type of media used to copy your files, the above format will help to keep your job organized if it spans across several pieces of recording media. This is also a good time to print out a directory of your files and include it with the disk that it corresponds to (a copy for your own records isn't a bad idea either).

# PREFLIGHTING

Cummings Printing highly recommends the use of preflight software. These products check your document for all the necessary elements and whether they conform to industry standards. *Markzware's Flightcheck®* product continues to be the leader in preflight software and is our program of choice. The process of collecting your publication covered in the first section of this guide can be done automatically through the Flightcheck program, so collecting your job for print (including all the fonts) is as easy as clicking a button.



# FONTS

- YES! They still remain as THE biggest problem in file preparation.**

Why you ask? Because for so many years printers and pre-press houses have been requesting that only those fonts which were created to be compatible with *Postscript* and so many of the front-end rip systems in the industry, be the fonts used by those of us in the industry who have been subject to the many problems of those fonts not designed to do what we do! Of course we are referring to TrueType, Multiple Master, and all the others vs. Postscript fonts. Yes they sometimes come through and do what they should and create a document that looked the same as that seen on the computer screen, but Oh! when they don't....yeah, that's when we should have known better.....

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- IDENTIFYING THE DIFFERENCE**

Below are some examples of the different types and different parts of fonts:



TRUETYPE  
FONT



POSTSCRIPT  
SCREEN FONT



POSTSCRIPT  
PRINTER FONT



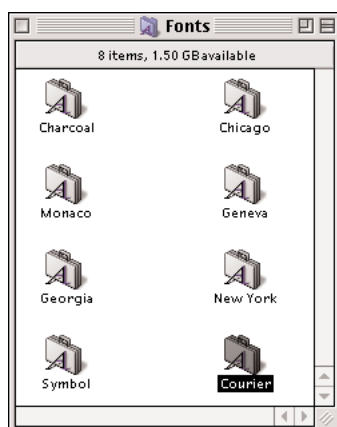
MULTIPLE MASTER  
SCREEN FONT



MULTIPLE MASTER  
PRINTER FONT

- CLEANING OUT YOUR SYSTEM FONTS FOLDER**

To keep your system running efficiently, it is best to use a font utility program to manage the fonts on your system. The fonts which reside in the system folder should be limited to only those shown below.



- FONT ORGANIZATION**

It would be well worth the few hours it may take for you to organize your fonts on your computer into an approved "Master Fonts" type status folder. Spending a little time on the basics now will eliminate those problems your faced addressing at the 11<sup>th</sup> hour of your publications print cycle.

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## IMAGE FILES

When it comes to image formats it is best to save them as .tiff or .eps, and remember the 2:1 rule, which is twice the line screen for the proper dpi setting (eg: 150lpi =300dpi scan). Please note: when you place an image into the layout application and enlarge it, the effective resolution goes down proportionate to the enlargement. A safe enlargement is no more than 125% if you followed the 2:1 rule above. Bitmap images should be in the +1200dpi range and photos as GRAYSCALE or CMYK, (NO RGB OR INDEXED COLOR- those were designed for the internet).

## creo COPYDOT

Integrating your existing film into our digital workflow has recently become one of the most important elements of converting to an all digital workflow. With the use of Creo's Oxygen dot toolkit product, we have been able to provide better quality scans with more retouching capabilities than ever before. A new feature of the software is to allow us to scan and de-screen the original film giving you the option of traditional Photoshop retouching if the digital file is not available. Although copydot does provide a means to utilize an all digital workflow, remember that due to the nature of the process, the copydot will not be of the same quality as the same output from a digital original.



## COMPRESSION

**Photoshop:** when saving your files there are choices for compression, avoid JPEG as it is a lossy compression scheme, it reduces file size by averaging pixel data and throwing it away. A good choice is LZW or ZIP, these are both lossless compression schemes that will keep your original image intact and will also save disk space and/or upload time.

**Stuffit :** If uploading files through the internet it is always safest to compress your files with binhex encoding (.hqx), this turns binary data into a safe format for travel through various systems of the internet without corrupting the files.

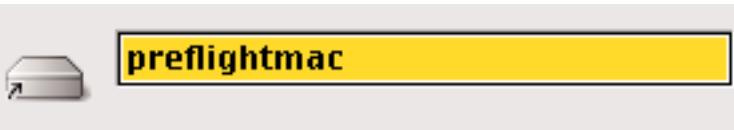
# techsupport@cummingsprinting.com



## **IT'S NEW**

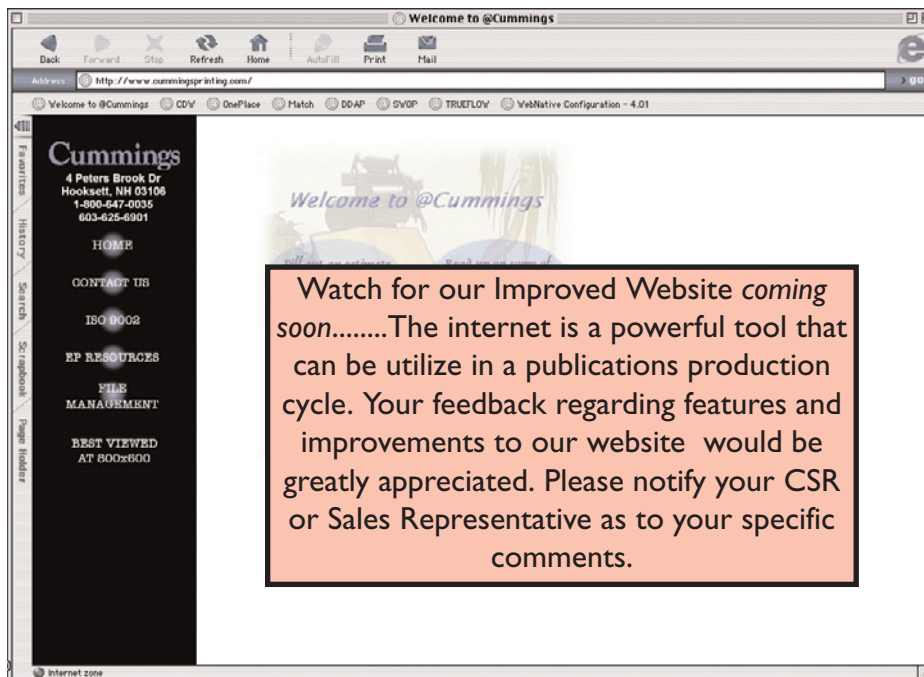
We have set up a new email account which will be monitored by several staff members to improve response time on technical support issues regarding all of your computer concerns that effect to your print project. Mac or PC, hardware or software...we'll do our best to use our experience to help resolve the issue.

# preflightmac@cummingsprinting.com



Nothing new here.....please limit this email addresses use to a minimum. It is much better to send the files to your own individual upload site so that the CSR can monitor it as well as the production staff.

# www.cummingsprinting.com





# FILE UPLOADS

**Xinet WebNative:** The most common interface for uploading files to Cummings Printing is through our WebNative system from Xinet. Utilizing a standard Web browser such as Internet Explorer or Netscape, WebNative allows for you to send us very large files through our T1 line without the associated problems of email attachments. The one VERY IMPORTANT thing to keep in mind when sending us your files is the naming, no spaces or special characters in the names and yes, the underscore is perfectly acceptable to use as a separator. It is best to utilize a compression program as mentioned above before sending the files and keep the naming simple.

There are many advantages of using this method of file transmission, one of the most important is that the files sent can be monitored by several people in the company who are trying to keep your project on schedule. Clear communication is one of the most important elements in any project and WebNative helps keep everyone informed in the production process by automatically sending your CSR an email notification alerting them of your upload.

Please contact your customer service representative if you do not have or simply do not understand how to use your own personal upload site.



# LASER PROOFS

Yes, we do need laser prints of your job, and they.....

- Should be at 100% size.
- Should be the latest version of your electronic page.
- Should have the images should be marked as 4/c or B/W and "LIVE" or "FPO".
- Should have any spot color pages should be clearly marked for color.

(IF YOU KNOW YOU ARE USING A LOW RESOLUTION IMAGE AND THAT IS ALL YOU HAVE TO PROVIDE US WITH, BE SURE TO PASS ALONG THAT INFORMATION ON YOUR LASER COPY AND WE WILL NOT BOTHER YOU WITH QUESTIONING IT AT THE PREFLIGHT STAGE).

Laser proofs are a tool to communicate to us what you expect to receive on your final pages. If you make changes to your page, be sure to include an updated laser copy.

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# PROOFING



Proofing options continue to improve with the addition of the Oris® color proof from CGS. Utilizing Epson®micro-piezo inkjet printing technology in combination with CGS paper and ink, the Oris proof is the first and only inkjet proof in the industry to be awarded SWOP certification.



For those publications requiring a digital dot based proof for the accurate proofing of such demanding file formats as copydot, we continue to offer the Kodak Approval proof. Kodak is the leader in dot proofing and Cummings will continue to offer this high-end proofing alternative.



Another upgrade at Cummings Printing is the addition of the SPINJET® DOUBLE SIDED PROOFER by TechSage®. Utilizing inkjet printing from HP® with high quality Dupont® paper, this double sided proofer raises the available resolution to 600dpi holding fine detail better than ever before.

We hope the information covered in this handout has helped in covering the basic elements of processing your publication as efficiently as possible, and like the repeating quote says, our goal is: **TO KEEP YOUR JOB ON SCHEDULE.**