

# Question:

“What are the requirements for my files to print correctly with the best quality and accuracy?”

## FILE SETUP AND PRINT REQUIREMENTS GUIDE



# Answer:

Use this Guide to ensure that you are packaging your files correctly for the best offset and digital printing results

This guide will cover the following applications:



ADOBE  
INDESIGN



ADOBE  
ILLUSTRATOR



ADOBE  
PHOTOSHOP



MICROSOFT  
WORD



MICROSOFT  
PUBLISHER



MICROSOFT  
POWERPOINT

# File Requirements:

To Ensure the Best Quality Printing Results

- All Files must be High Resolution - 300 DPI or Higher
- All Files that print to the edge of the sheet must include 1/8" Bleed on all sides past the trim and add crop marks if possible to show correct trim **(See Page 3)**
- If spot color printing is being used, please verify that the spot colors are assigned correctly and everything separates correctly.
- All images and files should be created using CMYK Color to ensure print color accuracy. RGB will be converted to CMYK for digital and offset printing. Special printing processes may be able to use RGB images.

## Preferred File Types:

**Adobe InDesign** - (INDD Files) Packaged File with all support Images and Fonts  
**(See Page 4 for detailed File Packaging Instructions)**

**Adobe Illustrator** - (AI or EPS Files) All images embedded and all fonts included or outlined

**Adobe Photoshop** - (PSD, TIF, JPG Files) High Resolution images (300 DPI) and CMYK Color

**Adobe Acrobat** - (PDF Files) CMYK Print Ready PDF files with Fonts and Images Embedded. PDF/X-1a:2001 preferred.

## Accepted File Types:

(These files may require additional set up costs, cost will be quoted before the job is printed)

**Microsoft Word, Publisher, PowerPoint, Excel**

- Due to not being able to package Microsoft Files with images and fonts, type may re-flow if you submit native Word, Publisher, or PowerPoint Files. It is always best to submit a print ready PDF whenever possible to ensure printing accuracy.
- See **Page 3** for more information on how to set up files for accurate printing.

# Variable Data Printing:

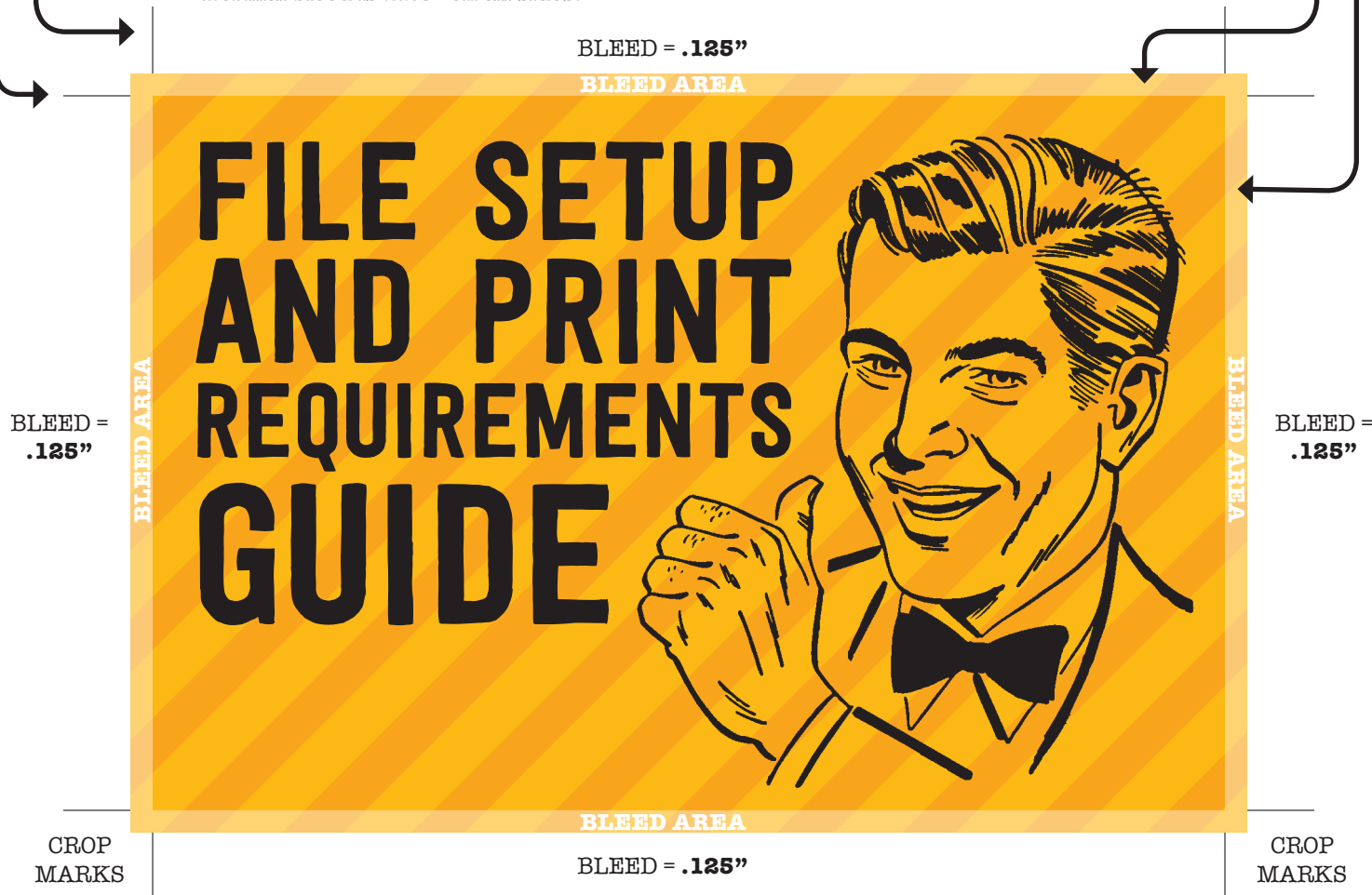
If you require custom variable data addressing on postcards or mailers files must be provided as either a .xls or .csv file. Each data field must have its own cell in the file and there can be no empty fields to work with our merge software. Below is an image showing the correct way to format your Excel file for variable data printing. **See Page 5 for a more detailed description.**

	A	B	C	D	E	F	G
1	First Name	Last Name	Company	Address	City	State	ZIP Code
2	Al	Johnson	So Cal Graphics	1111 First Ave.	San Diego	CA	92111
3	Bill	Front	Cullian	3022 Division St.	San Diego	CA	92112
4	Al	Johnson	So Cal Graphics	1111 First Ave.	San Diego	CA	92111
5	Bill	Front	Cullian	3022 Division St.	San Diego	CA	92112
6	Al	Johnson	So Cal Graphics	1111 First Ave.	San Diego	CA	92111
7	Bill	Front	Cullian	3022 Division St.	San Diego	CA	92112

# Defining Crops and Bleeds:

**Crop Marks:** Marks added to an exported PDF file indicating the trim size of the final document. Crop marks should be offset the same amount of space as the required bleed, normally .125".

**Bleeds:** Extra color or image that is added to an exported PDF to extend past the trim. This ensures that when the file is trimmed that there will be no white space around the finished product. Normal bleed is .125" on all sides.



## Correct Trim Example:

### Before Trim:

Printed file before it is trimmed showing the correct crop marks to indicate the trim line and bleeds (color extending past the trim line ) to ensure correct trimming.



### After Trim:

Paper is cut correctly at the crop trim line and final product has a nice clean cut with color exactly to the edge. No white on the edge means a correct trim.

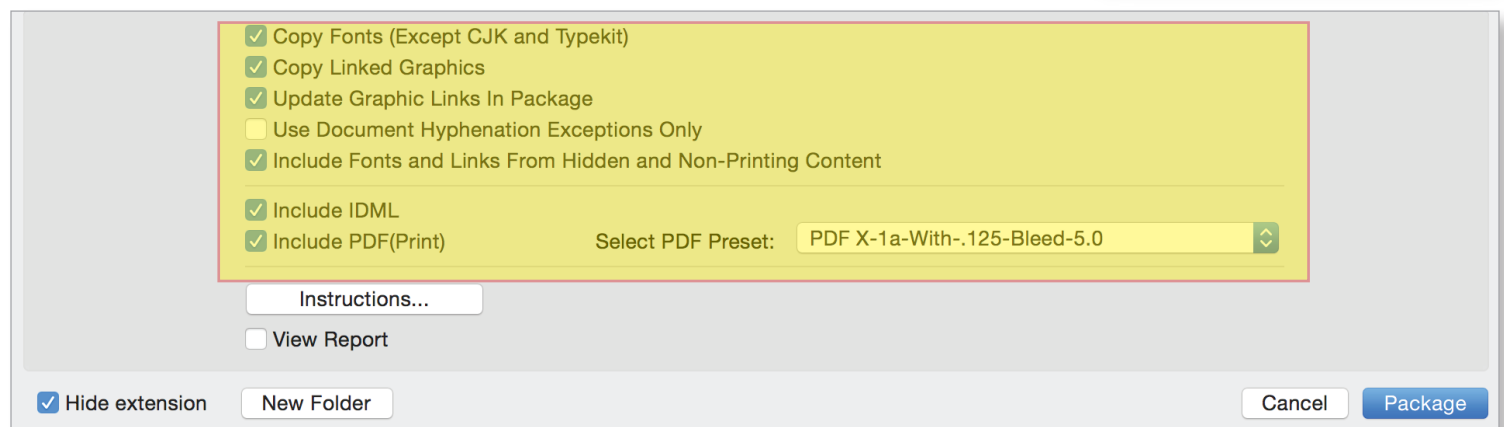
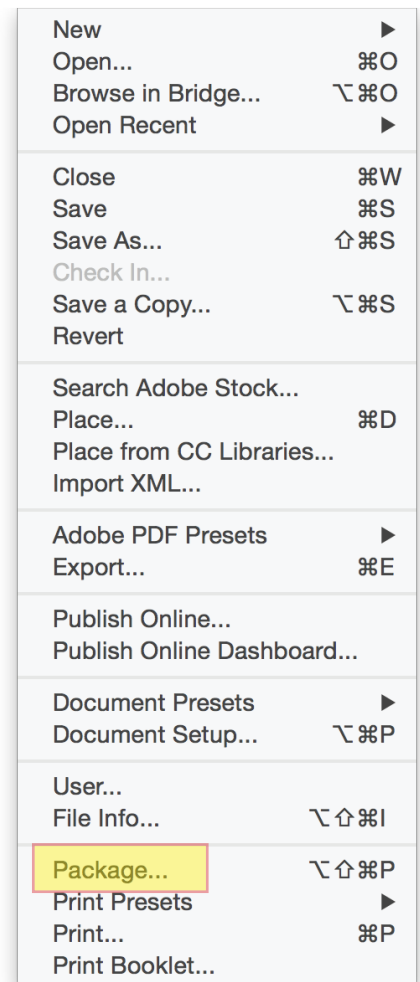


# Packaging InDesign Files:

Many new InDesign users have discovered “the hard way” that simply e-mailing their InDesign file to someone will not allow that person to properly use their file. Their InDesign file depends on fonts and linked graphics that must be sent along with it in order for it to work properly. Fortunately, InDesign has a built-in Package utility that creates a folder with a name of your choice, puts a copy of your document into the folder, and then copies all necessary fonts and images into the folder as well. Generally you will create a package, zip it up, and then send it to whoever needs it. Simple, right?

## Here are Detailed Instructions:

1. Open your INDD file in InDesign.
2. If possible, resolve any errors concerning missing links or fonts.
3. Go to File: Package.
4. Click the Package button at the bottom of the Summary window (This window was called the preflight window in older versions).
5. Click continue on the “Printing Instructions” window (most people ignore these instructions).
6. Browse to where you’d like to create the package folder (desktop would be fine) and enter the name of the folder.
7. Make sure that the “Copy Fonts,” “Copy Linked Graphics,” “Update Graphic Links in Package,” and “Include Fonts and Links from Hidden....” are all checked. Other boxes should be unchecked.
8. Click the package button.
9. Find the new folder that InDesign created and verify that it contains copies of all required files.
11. Right-click the folder and choose “Compress” (Mac) or “Send to ZIP” (Windows, might be something different but similar depending on what software you have installed). This will zip it up.
12. If the file size is less than 10MB, you can probably safely e-mail it. If it’s more, then you should use some other method (DropBox, FTP, YouSendIt, web server, etc.) to share the file.





# Data Merge Process:

1. Files must be submitted as an Excel file with the file format extension of .xlsx, .xls, or .csv
2. Files must be complete. Our data merge software requires information in every cell of a row or column. There can be no blanks for our software to handle the data correctly. See samples below.

**GOOD FILE** - Information in every cell

**BAD FILE** - Information missing

Full name	Salutation	Address	City	State	Zip
Mr & Mrs James Ogle	James and Susan	426 Silvergate Avenue	San Diego	CA	92106
Mr & Mrs John Lands	John and Carol	381 Silvergate Avenue	San Diego	CA	92106
Mr & Mrs James Dort	James and Janet	5181 San Aquino Drive	San Diego	CA	92109
Mr & Mrs Donald Clauson	Donald and Debra	4515 Granger Street	San Diego	CA	92107
Mr & Mrs Raymond Lidstrom	Raymond and Suzanne	2035 Ft Stockton Drive	San Diego	CA	92103
Mr Norman Smith	Norman	2301 Palermo Drive	San Diego	CA	92106
Mr & Mrs William Galahar	William and Mildred	2663 Chauncey Drive	San Diego	CA	92123
Mr & Mrs Franklin White	Franklin and Catherine	3436 Talbot Street	San Diego	CA	92106
Mr & Mrs Paula Landale	Paula	475 Redwood St., #1404	San Diego	CA	92103
Mr & Mrs Elsie Thomas	Elsie	3536 Fenelon Street	San Diego	CA	92106
Mr & Mrs Douglas Werner	Douglas and Pamela	2955 McCall St., #303	San Diego	CA	92106
Mr & Mrs Joseph Thome	Joseph and Cara	3114 Lawrence Street	San Diego	CA	92106
Mr & Mrs Gordon Lutes	Gordon and Nan	3730 Warner Street	San Diego	CA	92106
Mr & Mrs Leonard Runyard	Leonard and Mary	4350 Monaco Street	San Diego	CA	92107
Mr & Mrs William Turnquist	William and Marilyn	5022 August Street	San Diego	CA	92110
Dr & Mrs John Hilton	John and Sarah	3732 Del Mar Avenue	San Diego	CA	92106
Mr & Mrs Laurence Hill	Laurence and Anne	683 San Elgo Street	San Diego	CA	92106
Mr & Mrs Frances Styles	Frances	3721 Del Mar Avenue	San Diego	CA	92106
Dr & Mrs Emery Cummins	Emery and Georgia	3515 Promontory Street	San Diego	CA	92109
Dr & Mrs Mark Olcott	Mark and June	3609 Lotus Drive	San Diego	CA	92106
Mr & Mrs Karen Vandenberg	Karen	8730 Pollard Avenue	San Diego	CA	92123
Mr & Mrs Charles Mac Vean	Charles and Ellen	3528 Lugert Drive	San Diego	CA	92106
Mr & Mrs Michael Huff	Michael and Marie	3353 Goldsmith Street	San Diego	CA	92106
Mr & Mrs Jean Wick	Jean	3352 Yonge Street	San Diego	CA	92106
Mr & Mrs Thomas Gadzala	Thomas and Julie	1605 Chatsworth Blvd.	San Diego	CA	92107
Mr & Mrs Matthew Heidt	Matthew and Kristin	4472 Granger Street	San Diego	CA	92107
Mr & Mrs Fred Daugherty	Fred and Linda	3534 Garrison Street	San Diego	CA	92106
Mr & Mrs Jack Lamott	Jack and Bettyann	920 Tarento Drive	San Diego	CA	92106
Mr & Mrs Steven Sutton	Steven and Janice	3330 Yonge Street	San Diego	CA	92106
Mr & Mrs John Shoemaker	John and Mary Lou	849 Rosecrans Street	San Diego	CA	92106
Bonnie MacVaugh-Howe	Bonnie	919 Scott Street	San Diego	CA	92106
Mr & Mrs Alan Holmes	Alan and Cara	2973 Marquette	San Diego	CA	92106
Mr & Mrs Rich Bergmann	Rich and Nancy	3243 Harbor View Drive	San Diego	CA	92106
Mr & Mrs Hugh Egan	Hugh and Ellen	2080 Venice Street	San Diego	CA	92107
Mr & Mrs Andrew Luce	Andrew and Megan	2717 E. Bannbridge	San Diego	CA	92106
Mr & Mrs James Wiesler	James	605 San Fernando Street	San Diego	CA	92106
Mr & Mrs Donald Young	Donald and Jill	7948 S31 - 1220 Rosecrans Street	San Diego	CA	92106
Mr & Mrs Edward Lynds II	Edward	3220 Terryson Street	San Diego	CA	92106
Mr & Mrs Donald Griffith	Donald and Margaret	1001 Devonshire Drive	San Diego	CA	92107
Mr & Mrs Larry Wiescom	Larry and Beverly	4715 51st Street	San Diego	CA	92115
Mr & Mrs John Roach	John and Elizabeth	4544 Leon Street	San Diego	CA	92107
Mr & Mrs Ronald Brooks	Ronald and Ann	3872 Lugert Drive	San Diego	CA	92106
Dr & Mrs James Nickel	James and Melanie	550 Gage Street	San Diego	CA	92106
Mr & Mrs Lois Thompson	Lois	3215 Whittier Street	San Diego	CA	92106
Mr & Mrs Henry Lloyd Copeland	Henry	3432 Ulman Street	San Diego	CA	92106

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3. Often times there are multiple tabs in an Excel File. Please let us know what the correct tab is for printing.
4. The first row should be the names of the column. For example Full Name, Salutation, Address, City, State, ZIP, Etc...  
These are the form fields which will populate your data merge document.
5. Using this format we can easily populate multiple different documents with the same lists.
6. Please inform us of any bindery that needs to be done to the data merge projects. Correct folding, stitching, trim, diecut, etc...
7. Please inform us ahead of time if there are special Instructions for packaging or mail house requirements, stamps, indicia, folding, alignment, etc.
8. Please indicate any delivery or pickup instructions.

**Point Loma**  
COMMUNITY PRESBYTERIAN CHURCH  
2128 Chatsworth Blvd. - San Diego, CA 92107 - 619.223.1633 - www.pointlomachurch.org

January 14, 2015

<<Full name>>  
<<Address>>  
<<City>>, <<State>> <<Zip>>

Dear <<Salutation>>:

Greetings in this New Year! We are grateful for these days at PLCPC and believe God is doing a new step with Phase II Renovation. I would appreciate your valued advice and assist in extreme importance to the future of our beloved church.

A team of members which includes architects and builders has identified a list of renovation and improvement suggestions with approximate costs. We are proposing upgrades to our Red Brick Preschool and Christian Discipleship Center; our Youth and Family Life Centers also need upgrades; and we would invest strategically beyond our own corner, as we must protect and preserve our church home to carry on our legacy and ministry into the future.

The ambitious vision of the Task Force, which has been unanimously approved by the SESSION is presented in the enclosed document.

To make this undertaking possible, and as a part of our financial planning, we are seeking the advice of people who have been and are involved in our church. As a first step in achieving this objective, we are arranging a series of personal, confidential interviews with a select number of influential members of our PLCPC Family.

You have been selected for one of these interviews. Please review the enclosed Executive Summary as it explains the opportunity and the plans. Then, I hope you will set aside thirty minutes to discuss this important project. A representative of the Task Force Committee will be calling you to arrange a meeting with a member of Underwood & Associates, the firm conducting this planning study on behalf of the SESSIONS leadership.

Please be aware that this is not a solicitation for funds. We need your valuable input and opinions about this proposed undertaking. Thank you in advance for your help.

Sincerely,

**The Rev. Dr. John Paul Powell**  
Senior Pastor

2128 Chatsworth Blvd. - San Diego, CA 92107 - 619.223.1633 - www.pointlomachurch.org