

# GRAPHIC WEB INC

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- All files and graphics must be submitted in digital format. Email completed print ready files to [art@graphicwebinc.com](mailto:art@graphicwebinc.com)  
If file size is too large to email please call or email for FTP instructions.
- Please submit a color print out of your job to address above.
- Use PDF SETTINGS on our website to create your files. Go to [www.graphicwebinc.com](http://www.graphicwebinc.com). Click on "Sending files and tips". Follow link to PDF options.
- Please read and follow all guidelines on website.

## GETTING IT READY TO PRINT

### FORMAT

All jobs must be submitted in PDF format with graphics and fonts embedded into file. Although many applications have the ability to export your job to a PDF, we recommend using Acrobat Distiller to create your PDF file. Exporting from the application may cause problems with reproduction of graphics and fonts. Please see steps for creating a pdf file @[www.graphicwebinc.com](http://www.graphicwebinc.com).

### DOCUMENT SET UP & BLEED

All documents should be set up as single or facing pages. Do not set up as printer spreads. Page size should be built as final trim size of document. To prevent any image or text from being trimmed off, all images must be 1/4" inside trim edge of layout. Any images meant to extend into the edge of the layout must be extended 1/4" past trim area in order to bleed. Largest final trim size of full size magazine is 8.125" x 10.75".

### RESOLUTION

Your file resolution should be submitted at no less than 300 dpi. Line art/Bitmapped images should have a resolution of 1200 dpi. Lower resolution files will be printed as is but may appear pixilated or blurry

### FONTS

Make sure you embed all the fonts in your PDF. When possible convert all Fonts to curves (also called outlines or paths) in your native application program before creating your PDF. If you are working in Photoshop simply flatten the image.

Do not use a font size smaller than 7 point. It is not a good idea to apply styles to your fonts, if you want a bold font use a bold font rather than selecting bold from the styles menu.

### COLOR

Full color printing requires that your files be created in CMYK mode. Files submitted in RGB will be automatically converted to CMYK and a color shift will occur.

All text meant to be black must be composed of BLACK ONLY. Do not use four color black on text.

If you have large areas of solid black in your document you may use a RICH black consisting of 100% black, 50% cyan, 50% magenta & 20% yellow. DO NOT use small reverse type or small images in the RICH black areas as they will not register well. Type built with a rich black should be 24pt or larger.

Blues & Violet Hues: Blues are the most difficult color to control and there are very few pure looking CMYK blue hues available. To prevent blues from coming out purple or violet keep at least a 35% difference between your Cyan and Magenta values. Higher amounts of Cyan and lower amounts of Magenta. Avoid Yellow unless you are looking to lean towards teal or green.

Yellows & Greens: Yellows are best comprised of two colors Yellow and some smaller amount of Magenta. Cyan and Yellow in varying amounts will produce bright Greens. Adding Magenta or Black will result in duller Greens. Too much Magenta will result in a brownish or red tint.

Oranges & Reds: Oranges & Reds are a factor of the ratio between Magenta and Yellow. An equal or greater amount of Magenta to Yellow will result in a Red Hue. A Yellow value that exceeds your Magenta value will result in an Orange hue. Cyan is used as a secondary color to adjust or darken the shade of Red or Orange.

The best way to predict your print colors is to check the process color builds in your file against a recent Pantone Process Build Guide. See [www.pantone.com](http://www.pantone.com)

**For any questions please call Alison Hixson or David Hixson @ 706-657-3537**

Graphic Web Inc will not be responsible for undetected printed errors regardless of origin when: a) work is printed per the customer's signed approval, b) proofs are not required by the customer and c) requests for changes are communicated orally. Further, because of differences in equipment, paper, ink and other conditions between color proofing and production pressroom operations a reasonable variation in color between color proofs and the completed job is to be expected and considered acceptable performance. When a variation of this kind occurs, it will be considered acceptable performance.

By approving print of job, customer acknowledges that all information is correct and abides by Graphic Web Inc. Submission Guidelines posted at [www.graphicwebinc.com](http://www.graphicwebinc.com)

Graphic Web Inc will not be responsible for printed quality of submitted images that do not abide by submission guidelines posted at [www.graphicwebinc.com](http://www.graphicwebinc.com).