

Acceptable File Formats:

1. Application/Working/Native Files

QuarkXPress (Recommended)
Adobe Illustrator
Adobe Photoshop
PDF

About Saving Image File Formats:

THE FOLLOWING GRAPHIC FILE FORMATS ARE RECOMMENDED FOR ELECTRONIC PREPRESS OUTPUT.

1. TIFF (Tagged Image File Format)

A raster (composed of pixels) format used for scanned images. This format is recognized by most major graphic and desktop publishing applications. For high-resolution prepress output, use either bitmap (line art), grayscale or CMYK color modes. Some applications allow you to save TIFF files with LZW (Lempel-Ziv-Welch) compression. Extreme caution is suggested when using a compression routine, we advise not to use compression.

FOR COLOR, CMYK TIFF IS THE PREFERRED FILE FORMAT IN THE ELECTRONIC PREPRESS INDUSTRY.

2. EPS (Encapsulated Postscript)

This format can handle either raster or vector (lines and objects described by mathematical formula) graphics. In either case, the graphic is described using the postscript language. With raster images, file size is larger than if the file had been saved as a TIFF.

For raster images, EPS is preferred when a clipping path is used in order to display/print only a portion of the image. Also some image-setters can handle only raster color separations using EPS files saved with DCS (Desktop Color Separations). EPS is preferred for vector images, since there are fewer problems with EPS when imaging to Postscript printers.

DO NOT SEND IMAGES AS PICT OR GIF

Please send images as TIFF or EPS files (no PICT or GIF).

DO NOT JPEG OR LZW COMPRESSION

Methods of Electronic File Submission:

Storage Media:

CD-R (standard) / Iomega Zip / Other (please call).

E-Mail:

Atmosphere Creative will only accept files under 8MB.

FTP:

File Transfer Protocol, is a method of internet file transfer. FTP allows you to move files to and from servers on the internet. Millions of people use FTP daily to upload web pages, download and share files from business to business.

Posting Your Files To Our FTP Site

1. You should zip or stuff files before sending.
2. Create a folder with your company name and drop the files in that folder.

Host: ftp.atmospherecreative.com

User ID: client@atmospherecreative.com

Password: password

Please use one of the following FTP clients to upload your files:

An FTP client is a utility that allows you to transfer files using FTP. While most browsers (such as Explorer and Netscape) now offer some FTP functionality, it is recommended, for greater speed, and control to use an FTP client such as Fetch for Macintosh, or CuteFTP for Windows.

Tips for a smooth prepress production

1. Send Latest Color Lasers

The hard copy (or laser) should be output at 100% size; be marked for color-breaks or be color separated; and match the most recently output file exactly.

2. Disk Requirements

Files may be supplied on 3.5" floppies, CD-Rom, Iomega Zip disk. Please include a printout of the disk contents and indicate which specific files to output.

3. Applications Supported

Documents must be created in QuarkXpress, Adobe Illustrator, Adobe Photoshop or Macromedia Freehand.

4. Templates

Be sure to use Atmosphere Creative templates to insure quick and correct production of your project/product. Please DO NOT modify our templates. Atmosphere Creative will not be held responsible for templates that have been modified. Corrections to such conditions will incur additional costs and delays.

5. The Bleeding Edge

A 1/8" (or .125") bleed extends objects off the print area to ensure that when the paper is trimmed during the finishing process, the ink coverage extends to the edge of the paper.

6. Send Support Files

All "art files" (EPS, TIFF, etc.) used in page layout files should be sent with the job. This includes original Freehand native files and any original files embedded within Pagemaker files. Doing so will allow us to troubleshoot all files if necessary.

7. Photoshop Files

All imported Photoshop files should be saved as CMYK, Grayscale or Duotone for images, and Bitmapped for line art. DO NOT use RGB, LAB or Index Color. Imported photos should be created at a DPI appropriate for the line screen in which they are to be output. Here is a general formula to use for calculating DPI: $DPI = (\text{line screen}) \times (2) \times (\% \text{ of imported graphic})$. Save Photoshop files as EPS, or TIFF files; do not use JPEG or LZW compression.

8. Never Trust Your Monitor

Process color builds or spot colors should be chosen from a swatch book rather than by viewing the computer monitor. Pantone® makes a swatch book for specifying both process color and spot inks.

9. Send All Fonts

Send all screen and printer fonts used in your files, even EPS files. This assures that all typefaces in the documents being output will be correct, and that text will flow as you have specified. Only use postscript fonts. Do not use TrueType fonts: TrueType fonts do not output to film reliably. Do not use the type style menu or control bar to stylize your type. Select the actual stylized font from the font menu. For example, use Helvetica Bold instead of applying a "bold" style to the Helvetica font.

10. Final Preparation of Disk for Output

Please put all inserted or important elements in your final document into one folder labeled "Art." Please place the final document file itself into another folder labeled "Mechanical." This folder should contain only the final version of your document, which should match your supplied hard copy of the file. Please place all fonts used in the document, or any of its placed elements, into another folder labeled "fonts." Remember to include both the printer and screen fonts. These fonts will be used for output purposes only, and will be deleted once the job is complete.