

NCS REQUIREMENTS FOR RECEIVING ELECTRONIC FILES

To ensure orders will be processed without delay follow the guidelines below for submission of electronic files. Graphics received outside of these guidelines may require more work and may cause delays or artwork charges.

Use these guidelines as a checklist prior to sending electronic files to ensure you will be sending the proper files the first time. Delays in alterations and setup time will be avoided the closer these guidelines are followed.

Those who are unable to submit files under these guidelines can be assured of the quality service our graphics team will provide for them. Although more time is required to process orders needing work, our goal is your ultimate satisfaction in our products.

Acceptable Formats

- **QuarkXpress:** NCS can accept files up to and including QuarkXpress 6.5. All fonts being used should be listed if they are not included with the file itself. If files are received which include a logo and/or any placed images, the customer **MUST** send those files also. Logos and/or images should follow specs indicated below (see GRAPHICS format below).
- **Adobe Illustrator:** NCS can accept files up to and including Adobe Illustrator CS. If the layout is being provided as "complete", all fonts should be converted to outlines. If the file is not converted to outlines the fonts being used should be listed if they are not included with the file itself. All imported or linked images **MUST** be provided. Also, please use only SPOT COLORS and NOT PROCESS COLORS within the layout.
- **PDF:** PDF files are universal files that work on both MAC and PC computers. Customers wishing to send layouts in this format should be aware that PDF's do not allow any altering abilities within the graphics department. A PDF should be viewed as an "unalterable" file. There is one VERY IMPORTANT problem with PDF's: **MAKE SURE THE FONTS ARE EMBEDDED IN THE PDF!!** This option comes up when saving a PDF. If a PDF is being created from Illustrator, create outlines of the fonts before saving.
- **EPS:** If a file is being sent as an EPS or includes an EPS, please make sure that SPOT COLORS are being used and NOT PROCESS colors.

Files submitted as PageMaker, FreeHand, MS Publisher, MS Word and Powerpoint can be opened but cannot be used for final preparation of layouts. Files sent in any of these formats require quite an additional amount of setup time and may cause delays and/or art charges.

GRAPHICS Formats

Saving files within one of the formats listed above can be saved in the following:

- TIFF, EPS or JPG. Resolution needs to be at least 300dpi.
- Send graphics "actual size" or larger.
- Provide us with a crisp, clean copy of the graphics. If it doesn't look reproducible, it isn't.
- EPS files should NOT be saved as JPG compressed.
- If possible, DO NOT send files in Bitmap or BMP format. This file format will severely distort, pixelate and fragment your graphics.

High Resolution vs Low Resolution

Usable: Crisp, clean, one color, actual size graphic saved as a TIF at 300dpi.



Unusable: Low resolution files @ 72dpi will pixelate and require more work and time to process.



The rule-of-thumb is: If it looks like this when we receive it, it will reproduce "exactly" like this unless it is redrawn.

Important Note: If you only have a low resolution file to start with, please do not attempt to alter it by increasing the resolution. This will only result in distorting the graphic making it harder to prepare for reproduction.

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COLORS

Single color files being sent in a format as stated above at 300dpi or higher usually do not require any additional work and can be used "as is". Single color graphics should be sent as black & white only. Files sent in color will need to be converted into a black & white image in order to be reproduced.

Multi-color graphics: Multiple color files being sent in JPG or TIFF formats will require more time to separate the colors for printability and may take additional time to process. If possible, files may be sent in Illustrator format with the graphics already separated. Files can also be saved as a TIFF with the different colors on different layers.

FONTS

All fonts being used should be listed if they are not included with the file itself. Minimum type size is 6pt. Any text sized smaller than 6pt will NOT print properly. Suggested average text size is 8pt and above.

LINE THICKNESS

Minimum line thickness is .75. Lines thinner than .75 will NOT print properly and will need to be thickened for printability.

TEMPLATES

NCS templates provide the MAXIMUM print areas and should be followed to avoid complications. Any layout received not fitting the proper template WILL BE adjusted to fit. Templates cannot be altered to fit customer requirements. If template requirements present a problem, you may select a larger or smaller size to better suit your needs.

Photos & Screened Images

Photographs will need to be made into halftones in order to be printable and may alter the look of the photo. Please understand this prior to deciding to use a photograph in your layout.

Photographs can add a nice touch to your layout if the right image is selected. When selecting photographs, keep in mind that images with higher contrast are better. Photographs as they would be received are not reproducible and need to be made into halftones.



Halftones allow us to be able to print images like this but may alter the look of the photographs. Understanding this prior to submitting your order will help you decide what is best.

