



FILE SPECIFICATIONS & GUIDELINES

Software

Marketing Works runs a Macintosh based studio. We work using industry standard Adobe Creative Suite software, however, we are also able to accept certain other file types. If you are using software that is not listed in our preferred file format list below, set-up costs may apply³.

Preferred Software Formats

Adobe PDF

- Ensure all images are CMYK (or Spot Colour) and quality values are set to maximum.
- Include (embed) all fonts.
- Remember to include all bleeds and trim marks (if applicable).
- Select composite output file only, no separations.

Adobe Indesign (all versions)

- Please 'Package' your final document including all links and fonts (if applicable)
- Allow 3mm bleed on all sides of your document
- Alternatively, export a pdf please see above for PDF requirements)

Adobe Illustrator (all versions)

- Please save as an editable EPS or PDF file (please see above for PDF requirements)
- Alternatively, please provide an open file with all links and fonts included.
- Please do NOT embed scans.

Adobe Photoshop (all versions)

- Please save as an EPS, TIFF, or PSD file.
- Do NOT embed Photoshop files into Illustrator artwork. Please provide links separately.
- Save file in CMYK format at 100 - 150dpi at 100% of the output size.

Other Accepted Software Formats

Files such as QuarkXpress, Freehand, PageMaker or CorelDraw should be exported and supplied to us a PDF to avoid unexpected results⁴. We will accept files supplied in the following formats, however file handling and set-up fees will apply.

Microsoft Word	We are able to extract text from Word files, and sometimes utilise images supplied in Word, however, it is NOT accepted as format for artwork.
Microsoft Excel	We are able to extract text and tables from Excel, however it is NOT accepted as a format for artwork.
Microsoft PowerPoint	We are usually able to access text and images supplied in PowerPoint, however it is NOT accepted as format for artwork.
Microsoft Publisher	Unfortunately we are unable to use native Publisher files. Please export as a print-ready pdf.

A hard copy or pdf proof MUST accompany ALL supplied artwork files.

File Transfer

We accept files under 15mb via email, or if your job is over 15mb, on CD or DVD. If possible, please attach a lo-resolution jpeg or pdf for viewing purposes. Files supplied incorrectly will incur extra file processing charges.

^{3,4} Please see our terms & conditions for further details.

Bleeds

If your image runs off the edge of the page (ie: bleeds off), you must supply 3mm bleed outside of the trim marks on all sides.

Barcodes

There are MANY rules and regulations surrounding barcodes. If you require a barcode, Marketing Works can take care of this for you. Please provide the barcode number and we will order it and ensure it complies with GS1 regulations.

Proofs

When the Marketing Works design department receives your files, we check to ensure sizing, bleed & trapping are correct before your project gets to the costly prepress & printing stages. HOWEVER, we expect you to have checked for other errors such as correct names, spelling, phone numbers, etc.

ALL print jobs require a hard-copy proof to be signed off by the client prior to commencing the print run.

ALWAYS PROOF YOUR ARTWORK THOROUGHLY TO AVOID INCURRING ANY ADDITIONAL COSTS!

Graphics Checklist

Save yourself time & money by using the following checklist when submitting graphics for your project.

- All files saved and supplied in CMYK, Spot Colour or Grayscale format
- Size correct (100% of output size required)
- 3mm bleed allowed beyond all trims
- Text & logos placed inside all trims
- Spot colours correctly identified and specified (if any)
- Resolution for all bitmap images is correct (300dpi at actual size for offset print jobs. 100-150dpi for large format.)
- Hard-copy proof of your job included (for layout reference) and sample for colour matching (if required).
- All required image files & fonts have been collected & included on disc or outlined. (Use 'Package' or 'Collect for Output' to avoid missing any elements of your job).

In order to ensure work is carried out quickly and economically we have prepared some guidelines to help you. Please read the following carefully - if you have any concerns, please contact our studio.

General Guidelines

Fonts

Fonts differ between Mac and Windows platforms. All fonts must be either:

- a) Supplied for all documents - including those used in supporting imported or placed files.
- b) Converted to outlines.

Where possible all text should be converted to outlines (otherwise known as paths or curves). This prevents your type face being replaced with a similar one.

Scans

Scanned images, as well as any placed or imported bitmap¹ images should be supplied as separate files, saved in Photoshop (psd) EPS or TIFF format.

Resolution

Scanning resolution is relative to the final screen ruling as well as final print method.

Offset or small format digital print:- When a scan is at actual finished size, the scan image resolution (DPI) should be 300dpi.

Large format digital (banners, posters etc):- Dependant on your final output size, your image should be between 100-150 dpi at actual size.

Helpful Hint:- Do not embed scans in your document, especially if they are large. Supply them as separate links (see above 'Scans').

Colours

All of our print methods are CMYK based. RGB files should be avoided as they can produce unexpected results.

Colour matching is an art and a science, in which our operators are highly skilled and trained. If you supply us with a hard-copy print we will work to colour match to this sample², however, there is always a reasonable range of tolerances in digital print that must be accepted. All jobs require a hard-copy proof to be signed off by the client prior to commencing the print run. Please talk with us if you require more information on colour and colour matching.

If you require specific Pantone colours, these must be clearly indicated and accompanied with appropriate Pantone Reference Numbers.

Media

Finished files can be accepted on CD/DVD or can also be uploaded to our FTP site (contact us for login details). Email may be acceptable, dependent on file size. Please contact us for more information on transferring files.

¹ See 'more about file types' document for definitions. ² Additional charges may apply for unbriefed retouching and/or colour matching.