

DIGITAL SERVICES / SUBMITTING E-FILES

CBS Press uses SPOT COLORS in a composite workflow for offset printing. Sending orders in CMYK or RGB can cause delays on your order! When preparing your files for production, it is very important to follow these guidelines (to avoid any delays).

1. APPLICATIONS SUPPORTED BY CBS PRESS

CBS Press will accept electronic files for the following applications:

- 1) Adobe InDesign
- 2) Adobe Illustrator
- 3) Macromedia Freehand
- 4) QuarkXpress
- 5) PageMaker
- 6) Adobe Acrobat

Design templates are available (upon request) for the page layout applications (ie...InDesign / Quark / PageMaker). To avoid any imaging problems, we strongly recommend using these templates when designing your layouts (to be produced by CBS Press). These templates contain the correct "spot color" specifications as well as the correct page outlines (document size & margins).

If you are not using one of the applications above, we can also send you an EPS file with the correct spot colors and page outlines. Then, you can "import" the EPS file into your graphic application (ie...Corel Draw, etc.). Once imported, your "color palette" will have the exact same colors as our templates (16 standard colors). This will ensure that your orders will image to plate correctly.

2. GUIDELINES FOR SUBMITTING ELECTRONIC FILES (E-FILES)

The following are general recommendations for preparing & submitting electronic files for production by CBS Press:

- 1) Always START new layouts on the design templates provided by CBS Press (for the correct colors & page set-up).
- 2) Always color separate your files as SPOT COLORS. Do not send CMYK (process color), or RGB color separations.
- 3) If ART FILES are used in a layout - please make sure of the following:
 - A) Make sure the artwork & layout COLOR specifications are exactly the same specifications.
 - B) Make sure to include any ART files with your layout when you email your order (or send a disk).
- 4) When possible, use Postscript (Type 1) or TrueType fonts. Multiple Master, Type 3 and ".dfont" fonts can be problematic.
- 5) To ensure that your files image to plate correctly, we recommend that you do the following:
 - A) Send your layout as an EPS or PDF file. Or, send the "native" layout file (see applications supported).
 - B) ALL FONTS should be INCLUDED with the layout, converted to OUTLINES or EMBEDDED in a PDF.
 - C) Make sure your colors in the file are selected as SPOT COLORS (including any associated ART files).
- 6) **Art Tip:** RASTER art can only be printed in a single spot color. Please use VECTOR art whenever possible.
- 7) When emailing your artwork, always check "See Email for Art" and indicate the FILE NAME on your order form.
- 8) We recommend using your JOB NAME name as the file name. This will help us to match your file to your order.
- 9) Be sure to do a "test print" before sending your job to CBS Press. Make sure that the color separations print correctly!
Note! We recommend FAXING your order form (along with a composite). This will help us to verify the layout image.
- 10) Email your artwork to: **email@cbspress.com**. Or, you can use **cbspress@swbell.net** as an alternate email (if problems).
- 11) It is the DEALER'S responsibility to follow these guidelines, and correctly prepare files for production by CBS Press.
Note! If any corrections are necessary, the dealer will have the option to repair the file, or pay CBS Press to repair it.
- 12) If sending files linked with artwork (or fonts), we recommend using "Package" (InDesign) or "Collect for Output" (Quark).
- 13) When sending "multiple files" (fonts, art files, etc.), we recommend compressing the files together via "Zip" or "Stuffit".

3. DIGITAL SERVICES & E-FILE REPAIRS > \$60 PER HOUR / \$5.00 MINIMUM

CBS Press offers digital services & file repairs at a rate of \$60 per hour (\$5 min) in the following situations:

- 1) Layouts that are missing FONTS (not supplied with the layout), resulting in font substitutions, etc.
- 2) Layouts that are missing ART FILES (linked to the layout), or using incorrect colors in the artwork.
- 3) Layouts built incorrectly (wrong document size, incorrect color separations, pre-separated PDF files).
- 4) Layouts (or artwork) that require conversion from CMYK or RGB colors to SPOT COLORS (required).
- 5) Corrections for trapping on multiple color files, strokewidth adjustments & artificial font style corrections.
- 6) Working with files from applications NOT supported by CBS Press. **Note:** Certain files may not be accepted!
- 7) If customer artwork must be scanned, color separated or custom designed for digital format (see Additional Options).

File repairs will ONLY happen with the Dealer's approval (unless minor). Be aware that repairs will cause delays on your order! If designing layouts for production, please visit www.cbspress.com, click on "Dealers Only" and download our **DESIGN TEMPLATES**.