

74 KARAT Digital Press

PRINTING SPECIFICATIONS:

Press - 74 KARAT Waterless Offset Press with an Inline Aqueous Coater

Sheet Size - 29"x20.5" maximum. Live image area is 28.25"x19.75". Pond-Ekberg will create a layout as necessary to achieve optimum sheet coverage for printing and finishing.

Paper Stock - Pond-Ekberg's house stocks are either 80# or 100# coated gloss text and cover weights. Pocket folders are produced using a standard 12 point coated one side house stock.

Pricing on all projects includes environmentally friendly aqueous coating.

Ink - 4 Color Process CMYK. Same price with or without bleeds. Pages using large areas of solid black should utilize a "rich black" blend for optimum results.

Cyan-30 Magenta-20 Yellow-10 Black-100

Resolution - Line screens typically run at 175 lpi. Press images at 2540 dpi. Image resolution should be between 300-350 dpi for continuous tone and 1200 dpi for line art.

Proof - Epson dot generated ink jet proof.

Schedule - Normal turnaround time is 24-48 hours from approval of the proof.

FILE PREPARATION GUIDELINES FOR SUBMITTING FILES FOR DIGITAL PRINTING:

Applications - PDF files are preferred. Our workflow system can also accommodate files from Quark XPress, Pagemaker, InDesign, Adobe Illustrator, Photoshop and Freehand. Files created with PC based applications should be supplied as pdf files, however post script files with fonts embedded are also acceptable.

Creating PDFs - It is important to remember the following when creating PDFs: Use Acrobat Distiller to create the PDFs from post script files. Embed all font information within the PDF. **DO NOT SUBSET FONTS.** Our preferred Acrobat Distiller settings are available for download from our website or call 1-800-225-7511 and one of our customer service professionals will be happy to assist you.

File Transfer - Files can be submitted via our FTP link on our website, by email or on disk. If submitting a file electronically, please compress the file using Stuffit or WinZip to avoid corruption. Only compressed files smaller than 2mb can be submitted by email. For disk submissions, please provide either a CD, 100mb Zip or Jaz.

Image Formats - Images may be saved as EPS or TIFF. Save EPS images as Mac 8bit color with binary encoding, save TIFF images with no LZW compression. Color images must be saved as CMYK or BW. Please avoid using RGB or

Index Color. All spot colors, duotones, tritones and quad-tones must be converted to CMYK. Files should not be saved as DCS. For best printing reproduction, images must have a minimum resolution of 300dpi.

Fonts, Graphics and Laser Proofs - Include all fonts and linked graphics. Fonts must be complete and contain all screen and printer font components. If submitting laser proofs, please print them from the disk you are supplying and indicate if they are printed at a reduction.

If we determine that a file is not adaptable to our prepress software and workflow system, we reserve the right to decline the project and would be under no obligation for reimbursement of any expenses incurred.

STANDARD PRODUCTION FLOW, TURNAROUND AND PRICING LIMITATIONS:

Production Flow - All projects require a client approved proof prior to the actual printing of the project. Upon arrival of your project at our location, Pond-Ekberg will generate a DCCP - Epson dot generated ink jet proof - for your approval. This means that a proof will be generated within 24 hours of submission of file.

Turnaround - Once we receive your approval, your project will be scheduled into our digital pressroom. Average turnaround time for your project to be completed is 24-48 hours. Turnaround time may be affected by account edits, alterations, special or custom print requests, faulty or incomplete digital files, stock availability, run length, or custom finishing or bindery. Rush jobs requiring a shorter turnaround time will include an appropriate upcharge. See your Pond-Ekberg representative who will be happy to assist you.

Pricing - Pricing on all projects include environmental friendly aqueous coating. Prices include the following: Submission of project, generation of proof, proof acceptance/approval to print production. Taxes, shipping and handling, if applicable, are not included.

Prices are based on submission of customer files and laser proofs with no file manipulation and/or corrections of any kind. Any file that requires in-house adjustments other than normal preflighting will result in additional charges. Customer will be notified of the required adjustments and upon customer acknowledgement and authorization, will be charged accordingly based on our prepress hourly rate.

The Pond-Ekberg Company reserves the right to make changes in printed prices, materials and availability without notice and without incurring any obligation.



accepted!