

## Production Checklist

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Before submitting files, review your documents and check for the following:

Document page dimensions are correct.

Define document page size equal to the trim size; allow the application to generate crop marks.

Pages are created as single pages, rather than reader- or printer-spreads, for catalogs or books.

Select the Facing Pages option when creating a new document to arrange single pages in reader spreads.

Artwork extending to the edge of a page bleeds .125 inch beyond the trim size.

Bleed greater than .125 inch is unnecessary.

Images are high-resolution.

Consider 300 PPI at 100% scale as the general guideline for satisfactory image reproduction.

Images are saved as CMYK or grayscale JPG, TIF, or PSD.

Avoid RGB and web formats, such as GIF and PNG.

Images are linked, rather than embedded.

Provide a file for each placed photo or graphic; do not rename a file after placing it.

Color swatch definitions are consistent among files.

Verify name, spot color designation, and CMYK formulas in placed graphics.

Fonts used in layout and graphics files are supplied.

Remember to provide both screen (bitmap) and printer (outline) font files for PostScript fonts.

A current proof printed at 100% accompanies the files, when possible.

Construct a dummy or mockup to indicate backup and pagination.

Media are labeled for identification.

Include contact name, phone number, project description, and revision date.

All project files are compressed into a single ZIP file, when uploading to our FTP site.

Do not upload individual files or folders.