

## 1

advice for setting up and supplying digital artwork to Z-CARD® ...

### 1. using templates

We **STRONGLY** recommend requesting a template from Z-CARD® before starting your artwork. If you do not - please ensure:

- You are creating the artwork on the correct format - as per your order.
- Your document is the right size.
- Your covers are in the correct position - as per your order.
- Any accessories or special features are the correct size and in the right position on your document.
- A space for our PTN box (containing our patent trademark information) has been included on the artwork.

If you require a digital template please contact Z-CARD® to request one. Please let us know what program you require the digital templates in. We can supply templates in the following programs:

Quark Xpress up to v5 (we have Quark Xpress and Quark Xpress Passport (multi-language version)), Adobe Illustrator (up to v10)  
Macromedia Freehand (up to v10), Adobe Photoshop (up to v7)

### 2. avoiding problems

Please note the following advice when setting up your artwork:

Our trimming machinery has 'tolerance' (or possible variation) of 3mm, so:

- Make sure artwork designed to go to the edge of any insert or template 'bleeds' (overlaps) by 3mm.
- Make sure any essential content is kept 3mm from the edges of any insert or cover.
- Avoid borders around the edge of inserts and covers - as these can appear uneven when trimmed out.

Our standard insert stock is 70gsm - therefore 'heavily inked' areas can 'show-through' to the other side of the insert.

- Avoid dark (or heavily inked) areas backing-up onto light areas on your artwork if you want to print on 70gsm paper.

Mis-registration can mean very small text (particularly white-out) can appear blurred or hard to read, so:

- Do not include coloured text under 6 point or reversed out or white text under 8 point.

### 3. platform/programs to use

Please note - our studio, repro house and all our printers work in Apple Mac - NOT PC.

We require all files to be supplied as mac - if they are supplied as PC we have to convert them to Apple Mac before we can proof or print them. Please note: PC fonts **DO NOT WORK ON APPLE MACS**. If you create and supply artwork in PC format - we will have to either replace, or buy the mac versions of the fonts - this will take additional time and may incur costs if fonts have to be bought.

Please note the list below for what programs we can accept artwork in - and how best to supply it:

- **Quark Xpress (we have version 5 of Quark and Quark Passport (multi-language version))**

This is the best program to supply artwork in.

Please supply covers and inserts on separate Quark files.

Please supply ALL placed picture files (at a resolution of 300dpi for bitmap images and 800dpi for vector images).

Please supply ALL fonts (both printer and screen versions) for postscript, and any truetype fonts too, used in the Quark file, and any fonts that appear in placed images too (eg. logos, maps or charts).

- **Adobe Illustrator (up to version 10)**

Please supply separate Illustrator files for each cover and each side of the insert - ie. 4 in total.

Please **DO NOT** embed images - please 'link' them and supply them in addition to the Illustrator file.

Please ensure all linked bitmap files are at a resolution of 300dpi

Please outline ALL fonts.

- **Macromedia Freehand (up to version 10)**

Please supply separate Freehand files for each cover and each side of the insert - ie. 4 in total.

Please **DO NOT** embed images - please 'link' them and supply them in addition to the Freehand file.

Please ensure all linked bitmap files are at a resolution of 300dpi

Please outline ALL fonts.

- **Adobe Photoshop (up to version 7)**

Please supply separate Photoshop files for each cover and each side of the insert - ie. 4 in total.

Please ensure each file is 100% size, at a resolution of 300dpi, with 3mm bleed and all crop marks are shown.

# guidelines for your digital artwork

## 2

advice for setting up and supplying digital artwork to Z-CARD® ...

### 3. programs to use

continued...

- **Adobe Acrobat (high-resolution pdfs)**  
Please supply separate pdfs files for each cover and each side of the insert - ie. 4 in total.  
Please ensure the files are saved as high-resolution (1200dpi) at 100% size.  
Please make sure each pdf has 3mm bleed and all crop marks.
- **Corel Draw**  
Please save Corel Draw files as eps's and supply them WITH the original CDR files.  
Please supply separate eps files for each cover and each side of the insert - ie. 4 in total.  
Please ensure the eps files are saved at high-resolution (300dpi) at 100% size.  
Please make sure each eps file has 3mm bleed and all crop marks.

The above are THE ONLY programs we can accept artwork in - if you are using ANY OTHER program to set up your artwork - please CALL Z-CARD® BEFORE STARTING artwork to discuss whether we can accept it, and if so, how best to supply it to us.

### 4. supplying artwork to Z-CARD® on our ftp site

The fastest and most reliable way to supply artwork to Z-CARD® is to 'post' it to our ftp site.

Our ftp site access details (for UK clients) are as follows:

**Address: 217.206.66.73 • User ID: Z-CARD-UK • Password: quamdin37**

This will give you access to the UK 'dropzone' - where you can upload your files.

**Mac users** - For Apple Macintosh users, we recommend using FETCH to upload to the ftp site. (it is shareware and available as a download from the internet (free on a trial basis) and comes with instructions).

**P C users** - Uploading files from a PC to an ftp site is very simple - you only require a browser to connect to the ftp site - from this you can then copy and paste (W95/2000 users) or even drag files (NT users) into the relevant folder on the ftp site.

Guidelines for uploading to our ftp site

Our ftp site runs on a NT server - which is a PC environment. Files must be saved to be compatible with this environment, so here's some guidelines on how to avoid problems with your files, when using the ftp site:

1. ALWAYS 'tag' your files. ie. File names should end with the appropriate two or three character 'tag' to identify it.  
Eg: .tif (for tifs), .jpg (for jpegs), .eps .qxd (for Quark Xpress), .ai (for Adobe Illustrator) .fh (for freehand) or .pdf
2. Keep file names short and simple.
3. DO NOT include punctuation in your file names (such as: / ! \$ % ^ & \* ( ) \ " ' : ; . < > { [ ] } + = )  
Dashes - and underscores \_ are ok.
4. Large bitmap files should be compressed - preferably saved as jpegs or eps's with jpeg compression.
5. Fonts DO NOT work when uploaded as individual files. Fonts should be uploaded as a single .sit (stuffit) .sea (self extracting archive) or .zip file.
6. We advise uploading ONE FILE at a time - as this is more reliable than trying to upload a folder or group of files.
7. If given the option, ALWAYS select Raw Data as the format for your files.

### 5. supplying a checklist and 'contract quality' proof

When sending any digital artwork to Z-CARD® we require a checklist (see overleaf) and proof to be supplied.

Supplying a checklist

We require the checklist on the following page to be filled in and supplied to us - either sent by post (eg. with your proof), or via fax. We can alternatively supply it to you as a fill-in form (in Excel, Word or html) so you can send it back by email. If we DO NOT receive a filled-in checklist we will have to call you to check the details of your job - which may delay us processing your job.

Supplying a 'Contract quality' proof

We need to have a 'contract quality' proof for our printers to match to when they print. This can be an epon, iris, or chromalin proof (digital or mechanical). We cannot accept any other kind of proof as a colour-guide or to match to for colour.

If we DO NOT receive a 'contract quality' proof we will need to agree that the job will be run to standard ink weights. OR have to run a 'contract quality' proof and supply it for colour approval. Running and supplying a contract proof for approval usually takes 3 days.

**IN ALL INSTANCES - OUR DESIGN STUDIO CHECK EVERY PIECE OF DIGITAL ARTWORK Z-CARD® RECEIVES PRIOR TO PRINT/PRODUCTION - AND SUPPLY A FINAL PDF (WITH OUR PTN DETAILS IN PLACE) FOR FINAL APPROVAL. AT THIS STAGE WE WILL HIGHLIGHT ANY PROBLEMS WE FORESEE WITH THE ARTWORK AND ENSURE THE JOB WILL PRINT AND FINISH CORRECTLY.**

**6. checklist****THIS CHECKLIST MUST BE SENT TO Z-CARD® WITH YOUR ARTWORK****1. Using templates:**

- Your document size is correct to your order?
- The format is correct as per order?
- The cover positions have been checked?
- There is a space for our PTN box?
- The specifications of any accessories or special features have been confirmed?

**2. Avoiding problems:**

- Have you checked there is 3mm bleed for all backgrounds?
- Have you checked essential matter is 3mm from the edges?
- Have you avoided large areas of dark colour/ink coverage if printing on 70gsm?
- Have you avoided reversed out type under 8 point or coloured type under 6 point?
- Have you avoided using any borders or frames around the edges of inserts or covers?

**3. What program have you used to set up your artwork?**

What version is it?

Have you checked our guidelines for how to supply artwork in this program? **4. How are you supplying artwork?**Supplied on ftp site? 

File name(s):

Supplied on disk? Supplied via ISDN or email? **5. Have you supplied a 'contract quality' proof?**Yes If so, what type? Epson?  Iris proof?  Chromalin/matchprint? No If not, are we to run to standard ink weight?  or supply you a contract proof? 

If you have any other information to supply - please include it on an additional sheet.