

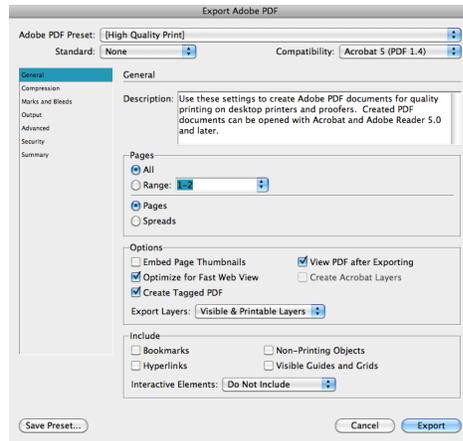
File Exporting Procedures

InDesign

We prefer to receive files from InDesign in either PDF format or packaged.

In order to export a proper PDF:

- Go to file>export (or Command+E on Mac, Control+E on PC)
- Once you chose the location you prefer your file to export to, a menu will appear:



- Under the “Compression” tab on the left, make sure that images are exporting at a minimum of 300 DPI.
- Under “Marks and Bleeds,” make sure “Crop Marks” and “Bleed Marks” are selected
- If exporting a booklet, make sure that under the “General” tab, “Spreads” is not selected, rather, make sure “Pages” is selected

Packaging an InDesign file:

- Go to File>Package
- Click “Package”
- Another window will come up. You can choose to enter your contact information. It is not necessary; we will have your contact information on file anyway
- Click “Continue”
- Choose the location you want your packaged folder to save. It will have your InDesign file, all of the font/ typeface files used in your file, as well as all of the images you placed within your file
- Finally, compress the file: right click the folder and click “Compress (Folder name)”

Illustrator

We prefer to receive files from Illustrator in PDF form. You can send your native Illustrator file (CS6 or earlier) along with any fonts/typefaces used, if you prefer to do so.

Alternatively, you can chose to outline the fonts/typefaces (eliminating the need to send us the font files):

- Select the text
- Go to Type>Create Outlines

Warning: If you chose to outline the text, we suggest saving a second version, in addition to your original file. Text cannot be edited once outlined. We also cannot edit the text, if need be, on our end if you outline the text before sending us the files. Outlined text cannot later be converted back to a font/typeface (except for the immediate Undo, Command+Z or Control+Z). It is not necessary to send us the fonts/typefaces nor to outline the text if you send us an Illustrator PDF.

In order to export a proper PDF:

- Go to File>Save As
- Choose the location you’d like to save it to. In the drop-down menu at the bottom of the window, chose “PDF”
- Another window will appear. Under the “General” tab, make sure “Preserve Illustrator Editing Capabilities” and “Create Acrobat Layers from Top-Level Layers” are selected
- Under the “Compression” tab, make sure that the dropdown menu under both “Color Bitmap Images” and “Grayscale Bitmap Images” are both set to “Do Not Downsample”
- Click “Save PDF”

Photoshop

We prefer to receive files from Photoshop in PDF form. You can send your native Photoshop file (CS6 or earlier) along with any fonts/typefaces used, if you prefer to do so.

In order to export a proper PDF:

- For printing, it is best to have your file set to CMYK mode. To verify/change this, go to Image>Mode>CMYK
- For printing, it is also best to have the image set to at *least* 300 DPI. Go to Image>Image Size and set resolution to 300 or higher
- Go to File>Save As and choose the location you would like for your file to save
- Under the drop-down at the bottom of this window, click "Photoshop PDF"
- Another window will open. Make sure "Preserve Photoshop Editing Capabilities" is selected
- Click "Save PDF"