

Print Preparation Checklist—Magazine Ad

Student:

Project:

Checked by:Date:

Your final file folder on the server contains:

An INDD Package Folder containing:

Links folder

Only necessary job files

Files in appropriate file formats

Files with appropriate filename extensions

How to manage raster images

For traditional delivery of native files, the following practices are required:

Raster images are sampled to actual size in the layout.

Raster images are resampled to correct resolution for halftone screen:

(Screen frequency for this project is chosen from magazine requirements, usually 150 lpi.

Image resolution is 1.5 to 2 times the screen frequency.)

Images are converted to CMYK, with the appropriate profile for the destination press and paper.

For a PDF workflow, the output may be customized to multiple destinations, such as glossy magazines, newsprint magazines, and web downloadable PDFs. It is best to keep raster images in RGB color space and at a high resolution. The downsampling and conversion (or no conversion if destined for an RGB application) will be performed during the PDF creation; i.e. making a PDFX1a will downsample to 300ppi and convert to U.S. Web Coated CMYK.

How to manage vector images:

Are accurate tracings or renderings.

Contain a minimum number of control points.

Use outlines for small amounts of display type.

Fonts folder:

Contains all fonts. (Postscript Type 1 fonts will have screen and printer font files)

PDF proof (a Smallest File size to be sent to the client for approval)

PDF final for printer:

Has been correctly prepared for magazine presses. (Usually the PDFX1a standard, check magazine requirements.)

Contains all images and fonts.

Two back-up sources are identified.