

# Print Preparation Checklist—B/W Newspaper Ad

Student:

Project

Checked by:

Date:

Service provider folder contains:

- .indd file for output
- image folder
- fonts folder
- PDF proof

Output file:

- dimensions are correct for 54 column inches (Spokesman-Review) or other specified size.

Image folder contains:

- files in appropriate file formats
- files with appropriate filename extensions
- only necessary job files

Raster images are:

- sampled to actual size
- not scaled, rotated or transformed in page layout file
- sampled to correct resolution for halfone screen:  
(Screen frequency for this project is 85 lpi.  
Image resolution is 1 1/2 to 2 times the screen frequency.)

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 screen and printer fonts

PDF composite proof:

- has been correctly prepared for screen viewing
- contains all images and fonts

- Two physical back-up disks are presented