

# CRT GUIDELINES FOR DIGITAL FILE SUBMISSION

## FILE SUBMISSION OPTIONS

Completed artwork may be submitted as an upload to CRT's FTP site or on a CD. File uploads should be compressed into an archive using either Stuffit or WinZip. Loose files placed on the FTP are subject to file corruption. In addition, it may not be easy to associate all file elements with a specific job and can cause processing delays. Contact your Sales or Customer Service Representative for username, password, file naming conventions and procedures.

## HARD COPY REFERENCE

All jobs submitted to CRT must be accompanied by a composite hardcopy or PDF proof generated from the final files supplied. Consider this: if you cannot print your files - chances are we won't be able to either. By going through the exercise of printing out your files you may discover problems that you can fix before releasing them to CRT. It is also an excellent opportunity to final proof your job for image placement, spelling and overall content.

## CRT TEMPLATES

CRT has a template for every job we produce. Documents should be built using CRT supplied templates that are available on our FTP site or from a Customer Service Representative. Templates should be placed on a separate layer that is either discarded or turned off prior to file submission. The template should NEVER be embedded in the final art. All art must have 1/8" bleed on all outside edges.

**FTP Address:** <ftp://crtonline.net>

**Website Address:** [www.crtcustomproducts.com](http://www.crtcustomproducts.com)

## SUPPORTED SOFTWARE PROGRAMS

QuarkXpress 8; InDesign CC; Illustrator CC; Photoshop CC; Adobe Creative Suite Legacy Files (CS-CS6); Page-maker 7

**BLEED:** All documents submitted for print must have 1/8" bleed on all outside or cut edges. Bleed should consist of background art or color that is not intended to be part of the final trimmed product. It is a safety precaution to allow for variation in the manufacturing process.

**FONTS:** CRT does not provide fonts for supplied digital files. It is imperative that your fonts are used to produce your job. You must include both screen and printer fonts. Do not use PC specific key combinations to create special font effects as they do not always translate through the rip correctly and will appear as symbols in the proof. If you must use PC specific key combinations you should convert the text to outlines, provide a rasterized file or print ready PDF.

**IMAGES:** All images, whether photos, images or artwork, used in your documents must be in the form of .tif or .eps files. These files must be saved in a CMYK image mode at a resolution of 300 pixels/inch. Note: 72 pixels/inch files are low resolution and are good for screen display only - NOT HIGH QUALITY OUTPUT.

**PHOTOSHOP FILES:** Photoshop files should be saved as .tif images with colors set to CMYK or grayscale. If Photoshop files are built in layers you should also send the layered file with all images and fonts in the event we have to make changes in type or individual layers.

**ILLUSTRATOR FILES:** Illustrator files should be saved as .eps images with colors set up in CMYK for 4-color jobs or in the proper Pantone colors for jobs utilizing spot colors. Type should be converted to outlines whenever possible.

**PRINT READY PDF FILES:** PDF files must have all images and fonts embedded in the document. The PDF must include 1/8" bleed as specified in the bleed section above. Distiller Job Options should be set to a Resolution of 1200dpi, Color and Grayscale images downsampling to 300 dpi Monochrome images downsampling to 1200 dpi with compression set to CCITT Group 4 and no text and line art compression. Fonts setting is Embed All Fonts and Subsets. Color should be set to None for Settings File and Color Management is set to Leave Color Unchanged.

## FINAL CHECK LIST:

When you're ready to submit your job to CRT, make sure that you're including all of the following items:

- layout file for each part of the job (insert, tray card, on-disc printing, poster, etc.)
- all the fonts, screen and printer, used in the layouts
- all the images placed or linked in the layouts
- up-to-date printouts of each layout file
- a listing of the files, including program name and version
- all special instructions you may have