

# Lawrand Ltd

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**Digital Media  
Supply Guide**

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# Digital Media Supply Guide

## An important notice

This digital media specification is designed to provide you with a set of working guidelines to enable us to maximise the throughput and output of your job through our pre-press digital workflow. By working to this specification we will endeavour to meet your deadlines.

## Contacts

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## Digital Origination Formats

We are happy to support native files supplied in the following formats;

Adobe Illustrator	(v10)	PC
Adobe Pagemaker	(v7)	PC
Adobe InDesign	(v2)	PC
Adobe Photoshop	(v7)	PC

Whilst we will accept the following formats, we cannot provide full support, but will endeavour to work within the limits of supplied media and our knowledge.

<b>Microsoft Applications</b>	<b>(XP / 2003)</b>	<b>PC</b>

Most of the professional applications listed in the first list have collect for output or save for service provider features, which make assembling your job for production easy. However as a general rule, when you submit your job it should contain; Page layout file, live EPS files within the layout, Live scans or images. All fonts used should also be submitted to ensure consistency .

It is wise to employ a naming convention for your files as duplicated named files or poorly defined names can result in erratic linking.

We strongly advise that files should not be embedded, regardless of application, as any resulting file corruption can result in losing a greater proportion of the job. Files with embedded images are significantly larger and often excessively bloated in size, which impairs handling at all stages.

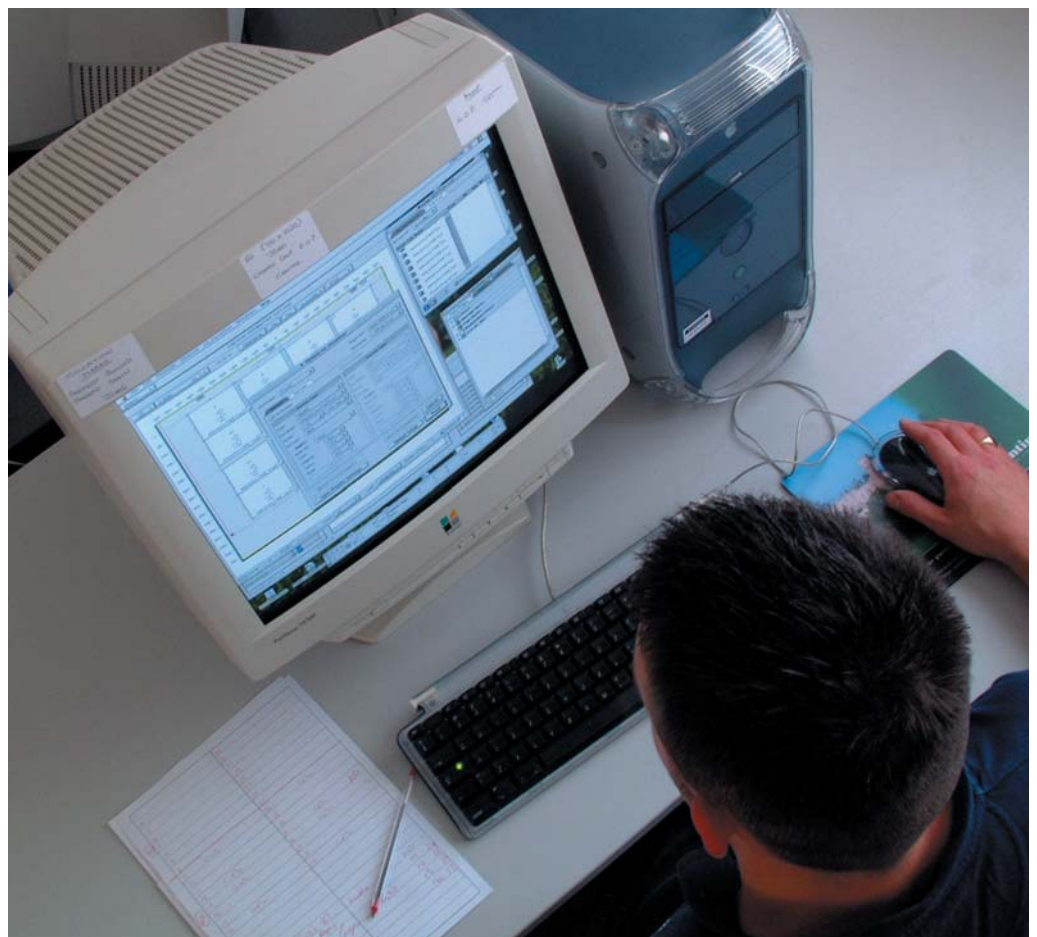
## Digital File Etiquette

EPS Vectorised paths (Illustrator and Freehand), ideally all fonts used within EPS files from these applications should be converted to paths.

Nesting of EPS files within EPS files often results in poorly structured postscript files which produce errors on outputting, regardless of output device, laser printer or pre-press workflow.

Images should be supplied CMYK not RGB, LAB or Index Colour. Images should be supplied at a minimum of 300 dpi for colour, 600 dpi for greyscale and 800 dpi for line arts.

Ideally files should not be saved with compression as it degrades the quality of the image. If compression must be used a JPEG with a maximum quality from photoshop is acceptable.



## Supplying PDF Files

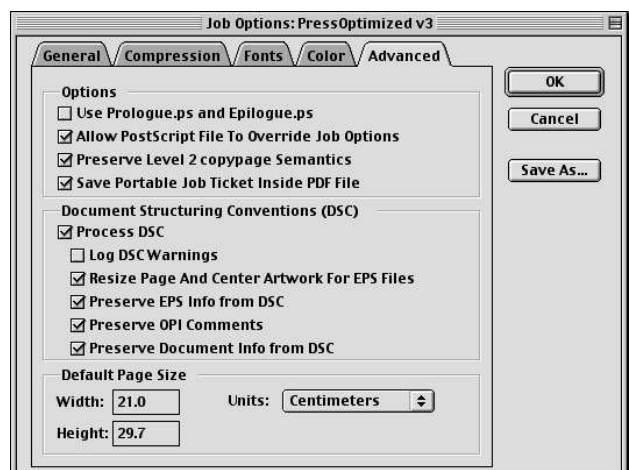
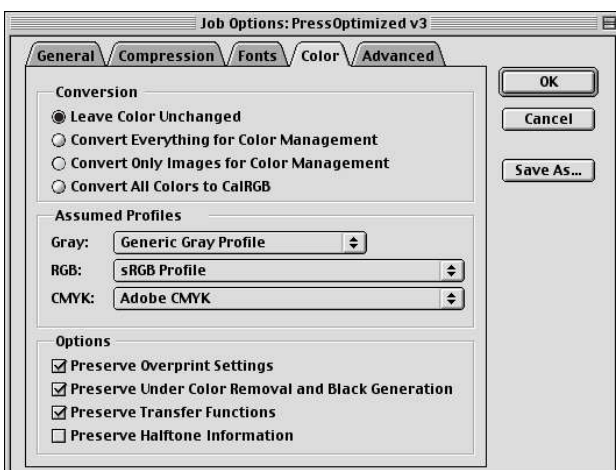
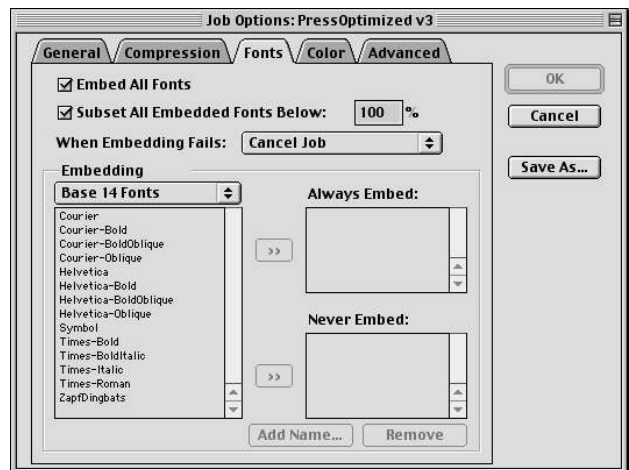
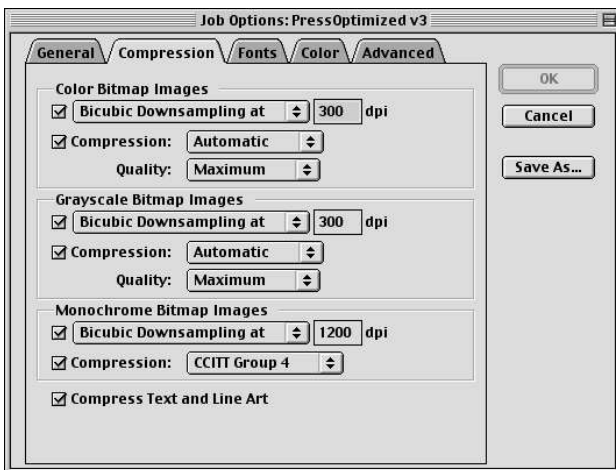
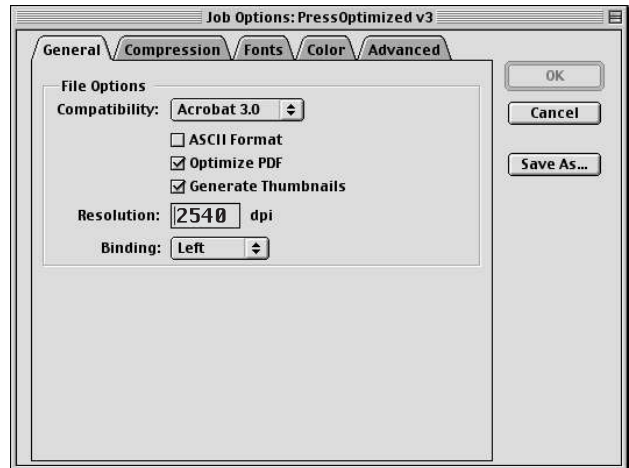
We accept both composite PDF files and by arrangement separated PDF files for specific cases of spot colour working.

Creating workflow compliant PDF files is a two stage process, Creating the right postscript file and then distilling to a press optimised setting. Further details follow.

All pages postscripted for our workflow have additional 25mm added in each direction on the page size when printed to file. This allows for the finished page size to be centred within this larger page, with 3mm bleed and trim marks. See diagram below for reference.

A general rule of thumb is that we request that our PDF files are written to Press Optimised setting. However a few tweaks can be advantageous for marginally better results. See window screen shots right.





Although these screen shots are from Acrobat 4.0, the panels are similar in Acrobat 5.0.

## Acceptable Disks

DVD's	4.7 Gb
CD's	650Mb & 700 Mb

## Email [artwork@lawrand.com](mailto:artwork@lawrand.com)

Files can be sent as attachments to email, however we do request that files sizes are limited to below 10Mb, otherwise this results in clogging up the mail server.

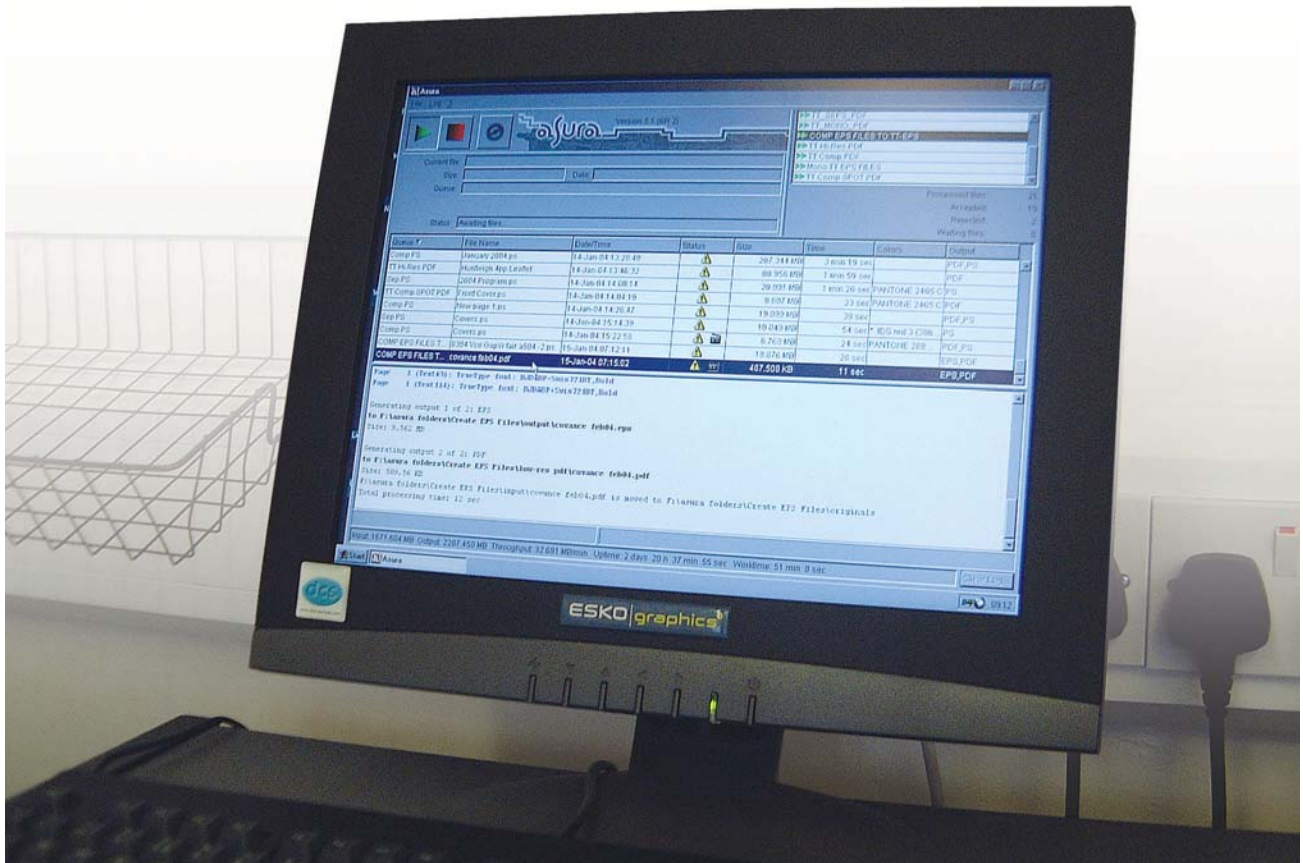
In all of the above cases we do prefer hard copy proofs with the files, so we know what we are looking at.



## Pre-flighting and File Integrity Checking

All files will before entering our pre-press workflow be pre-flight checked, stripped down, excess colour profiles removed and rebuilt. This is carried out on a high-end publishing industry standard One Vision, Asura pre-flight server. This has been best described as the digital washing machine producing clean guaranteed to output files.

All advertising material is pre-processed through Asura, producing clean EPS files which are placed into job files. This prevents type run on, colour profile mismatch issues, giving a guarantee of successful advertisement placement.



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