

More Copresco principles for print...

Seven Habits for Highly Successful Documents

In *Overnight Lite's* February and May issues, we covered four of Copresco's seven important habits for highly successful documents.

Three to Go

Your masterpiece is nearly finished. You just have to follow these last three rules, and your project is ready to print.

5. Follow Our Formatting Tips

First, don't use printer's or reader's spreads in your layout. Use single-page format. It will reduce the computer time necessary to prepare your document for printing.

Your page size should be defined as final-trim size.

Crop Marks and Bleeds

You don't need to add crop marks, but bleeds are essential if any of your images will run off of the edge of the page.

Please do allow enough margin or white space on all four sides of the page so that Copresco can make necessary adjustments to accommodate various binding styles.

6. Prepare PDFs Properly

PDFs have become the most popular method to send print files to Copresco for digital printing. In past *Lite* issues, we have given our readers instructions on how to make print-quality PDFs with Adobe Acrobat Distiller—and we will continue to do this in the future.

Acrobat Preferred

While we prefer the use of Adobe Acrobat, acceptable PDFs can be made directly from graphic layout applications and other software programs.

An important fact to remember is that print is only one of many uses for a PDF. A PDF that is prepared to serve as an email attachment or a web posting is not acceptable for printing.

Points to Cover

Whatever PDF preparation method you choose, please make sure:

- That "print quality," "high quality" or "print optimized" has been chosen as the PDF default setting in Distiller.
- That **all the fonts** are embedded in the file. Under the fonts setting in Distiller, there is a setting you can use that will cancel the PDF if the fonts are not successfully embedded.

Resist the temptation to ignore this setting, or it will come back to haunt you when you go to print your PDF.

Avoid the use of exotic or rogue typefaces that may cause print production problems without enhancing the readability of the piece.

Also, please provide any special instructions or other details necessary for your project for Copresco's production department.

Shingling

The problem of shingling needs to be considered, but you can leave the details to us.

Shingling is an adjustment for the way page images in a folded signature tend to move toward the outer or facing edge of a book.

The amount of shingling steadily increases as you move toward the center signatures of the book.

This is one reason why there are limitations on the number of pages a saddle stitched book may contain.

Years ago, offset negatives had to be physically moved to compensate for the image shifts. Today, Copresco makes these adjustments digitally so you don't have to do it yourself.

7. Practice Good Housekeeping

If possible, print out and review a proof of your final document before sending us the PDF. This will give you a chance to check for any mistakes or missing photos and graphics.

Hard Copy

Sending Copresco a hard copy of your document is another great idea. We can then check our production proof against your original copy.

If you are sending Copresco native files, please send us a complete hard copy of the document including page layouts with artwork, photos, graphics and order of printing.

Type reflow, font substitutions and artwork resolution problems are more likely to occur when using native files rather than PDFs.

For Special Delivery

We recommend that you use our internet files transfer system to send us your jobs. Go to the Copresco website, click on Send Us A Job and follow the simple on-screen instructions.

You'll get an email confirmation and our tracking number after your files have been uploaded.

Final Tips

- Don't change your file after you have given us the final proof copy.
- Have someone else do the final proofreading. It's virtually impossible to effectively proof your own work.
- Delete any old digital versions, and throw away your old hard copies.

Note: See the May 2010 issue of Overnight Lite or TechTopics No. 12 for in-depth information on the fine art of proofreading.

The Crown Jewel

You now have all of Copresco's seven successful document habits. Put them to good use when you prepare your next digital job. Then, call the company that will turn your masterpiece into a pièce de résistance.

Call Copresco.

<http://www.copresco.com>

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262 Commonwealth Drive
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Address Correction Requested

An Englishman decided to vacation in Australia, and was handed a form to fill out. After the standard questions pertain-



ing to nationality, passport number, length of stay, etc., he came across this question: "Have you ever been convicted of a crime?" "Goodness," he said to the attending clerk, "I had no idea it was still a requirement."



A reporter asked baseball great Ty Cobb, who had a lifetime batting average of .367, how well he thought he might do against today's pitchers. He replied, "About .290, maybe .300." "Because of all the new pitches, like the slider?" the reporter asked. "No," answered Cobb, "because I'm 70."



They're opening a new specialty museum in New York, and already it is getting a lot of attention. It features a display of the heads and arms that are missing from the statues in all the other museums.

I once asked an economist for her phone number—she gave me an estimate.



"Nothing is as permanent as a temporary job in Washington."—George Allen



Rumor has it that at one point Harry Truman decreed he would only speak with a one-armed economist. "Why?" asked the bewildered cabinet chiefs. "Because," he answered sourly, "I don't want to hear one more of them say, "...but on the other hand..."



A turtle was walking through the swamp one day when a gang of vicious snails mugged him. Police found him semiconscious, in terrible shape. "Who did this to you?" asked a concerned officer. "Can you give us a description?"



"I...I don't know," replied the groggy turtle painfully. "It all happened so fast..."



Enjoy these observations about the land of free speech: "Americans have always been eager for travel, that being how they got to the New World in the first place."—Otto Friedrich

Three economists were hunting. Through the bush they spotted a deer, and one of them shot, missing by three yards to the left. The second took aim and fired, missing by three yards to the right. The third economist shouted, "We got it! We got it!"



"A citizen of America will cross the ocean to fight for democracy but won't cross the street to vote in a national election."—Bill Vaughan



The First Law of Economics: For every economist, there is an equal and opposite economist.



"Washington D.C.—too small to be a state; too large to be an asylum."—Anne M. Burford



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