



Ram Offset Lithographers, LLC

2651 Avenue G • White City, Oregon 97503 • 541-826-3155 • 800-352-6888 • Fax 541-826-5467

Digital File Info Sheet

Our preferred method to receive artwork is in digital format. Below is a list of formats and specifications that will make your piece flow easily through our prepress department.

- Accepted Native Programs: Quark; InDesign; Illustrator; Freehand; Photoshop
- Illustrator/Freehand: Convert fonts to paths or outlines
- Include all supported files, including all high-resolution files of logos, photos and trademarks
- Include all fonts in a separate folder
- If using Type 1 fonts, include printer and screen
- Create product at finished size
- Include 1/8" bleeds if applicable
- Bitmap resolution at 600
- Continuous tone resolution at 300
- Convert all RGB (color computer) files to CMYK (four-color process for print)
- Send a printed file directory from your disk.
- Send a CURRENT LASER PRINT or hard copy print-out with your file.
- Saddle Stitch: Facing pages OK
- Perfect Bound: Single pages with bleed on all 4 sides

TOP 10 DIGITAL FILE PROBLEMS

1. Missing fonts
2. Too low or too high image resolution
3. Incorrectly specified colors
4. Scans made in wrong mode
5. Improper page settings
6. Unlinked graphics
7. Inadequate bleeds
8. Lack of laser proof
9. Missing graphics
10. Jobs specs not as quoted

IMAGE RESOLUTION: It is a commonly accepted fact that the image DPI (dots per inch) should always be between 1.5 to 2.0 times the LPI (lines per inch.) For example, if the LPI is 150, the DPI should be between 225 and 300. Lower resolutions cause an undesirable printout due to the fact that a lesser amount of data will be "stretched" into a larger spatial area. Higher resolutions do not gain in quality due to the fact that the image will only be printed using a specified amount of lines per inch (LPI). If an image is scaled too high, it will print in "chunky" or "block" shapes. If scaled too low, then no additional quality is obtained beyond the threshold resolution of the output device.

EFFECTIVE RESOLUTION: When an image is scaled, a new resolution (dots per inch) is calculated. This is called "effective resolution" and it is calculated by multiplying the image DPI times the Y% scale factor.

