



Ram Offset Lithographers, LLC

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Guidelines for Creating “Direct to Press” Files for Ram Offset’s HP Digital Press

GENERAL INFO

- Files must be in a “single file” format that we can simply download to the press, not native files with linked images and fonts. The idea is to avoid file preparation charges.
- File formats accepted are: PDF, EPS, TIFF, and JPEG. PDF files can be multiple pages.
- The file should be the exact size that the finished piece will be after it is cut down. Example: A business card file would measure 3.5” x 2”. Do not create a 3.5” x 2” business card on an 8.5” x 11” page.
- Bleed: If any elements print right to the edge of the finished piece, add 0.0625” to the document size all around. The elements that print to the edge should extend this extra 0.0625” past the final trim boundary. This is called “bleed”. Example: A business card file with bleed would measure 3.625” x 2.125”. The excess image is trimmed off, leaving a 3.5” x 2” card. This prevents a hairline white space from appearing along the printed area of the edge of the finished piece.
- No crop marks or registration marks should appear.
- Imposition is done at the press. There is no need to provide a file containing multiples of the same page image to take advantage of paper sheet size.
- While the HP Digital Press does an adequate job of converting RGB colors to CMYK, for more predictable results we recommend creating the file in CMYK or converting it to CMYK before submitting it. Total ink limit should not exceed 250%.
- Supply us with a hard copy print-out of your file. Not only will this show us what the file is supposed to look like, it may also alert you to any problems that may occur while trying to print your job (will it print?).
- Indicate the exact name of the file(s) to be printed.

PDF INFO

- In general, here is how a PDF file should be constructed: Images should be high resolution (not downsampled). Fonts should be embedded. (Some font manufacturers do not allow their fonts to be embedded because of licensing restrictions. These fonts will not work.) Resolution is set to 812 dpi.
- You will achieve more predictable results if the PDF is created using Distiller than within a native program.
- PDF files created from Quark XPress using Quark’s Export as PDF feature require that all images placed in the document be CMYK, not RGB. Also, in the “Output” tab of the file’s “Print” window, the “Print Colors” setting should be “Composite CMYK”. Quark uses Acrobat Distiller to generate its PDFs, so you need to make sure that the current Job Options setting in Distiller is correct.
- After you have created your PDF, open it and check to see that it looks correct.

EPS INFO

- The image area of EPS files created in Adobe Illustrator is determined by the bounding box of the illustration itself, not the page size it was created on. The image area of text on an 8.5” x 11” page is the area the text covers, not 8.5” x 11”, unless an empty 8.5” x 11” box is drawn to the page boundary.
- Fonts should be converted to “curves” or “paths” and colors should be CMYK.

TIFF OR JPEG INFO

- Although any resolution will actually print (with varying degrees of quality), the recommended resolution of TIFF and JPEG files is 300 ppi, especially if there is text in the image. Color mode should be CMYK.

