

FILE SUBMISSION - FAQs

1 Does Suttle-Straus prefer print-ready PDFs or native files?

We prefer to receive print-ready PDFs (with trims and bleeds) for these reasons:

- PDFs are self contained, generally smaller and therefore more portable
→ PDF instructions/presets are located at Suttle-Straus.com/Doc_QPDF or Suttle-Straus.com/Doc_InPDF.
- Font issues are minimized
- A PDF workflow puts our customers in the driver's seat with regard to content and alterations

2 When might native files work better?

There are several situations where native files might be preferred:

- If you would prefer Suttle-Straus handle all changes during any alteration proof cycles.
→ Some edits are possible within a PDF but if edits are not mirrored in native files, they will become out of date; large volume edits are easier to do in the native application. If Suttle-Straus will be making edits to your native files you can request the final files at the end of the project.
- If you know your project file may not be in final production mode and you would like to offer Suttle-Straus a more edit friendly format. For example a complex die cutting or packaging job may require additional work to fine-tune panel sizes, etc.
→ Alternatively Suttle-Straus can supply you a die or panel file template to set your work up to, making PDF submission possible.
- If additional coating effects need to be built by Suttle-Straus.
→ [Instructions for creating coating effects](#) are located at Suttle-Straus.com/Doc_Coatings.

3 What types of native file applications do you accept?

Suttle-Straus maintains the latest versions of Adobe Creative Cloud (InDesign, Illustrator, Photoshop, etc) as well the latest version of the Microsoft suite of applications; if you are working in older software it will be converted forward; if you are working with software other than these we can assist you in generating a PDF.

4 Does Suttle-Straus prefer RGB or CMYK imagery/PDF?

Either. In our workflow, RGB images/PDF will eventually be converted to CMYK, to a GRACoL target profile.

- If you prefer to convert your RGB images to CMYK yourself by way of Photoshop, [see our How-To for assistance](#) located at Suttle-Straus.com/Doc_RGBCMYK.

5 What sort of remote proofing options does Suttle-Straus offer?

All remote proofing is done by way of email link to the approver. For data sensitive, remote proofing is done via sFTP with username/password protection.

6 What are bleeds and why does Suttle-Straus require them?

Bleed is the industry term for any element (image, stroke or fill) that goes right to the edge of the paper. In these cases the element should extend 1/8" (0.125") beyond the edge of the page. This excess compensates for slight variation in the finishing process and will be trimmed off. Text or image that is not meant to bleed must be 1/8"-1/4" (.125"-.25") from the edge of your page trim. This is also known as the page safety zone. Items placed 1/8" (.125") or closer are in danger of being trimmed. When making a production ready PDF ensure your PDF preset allows for proper bleed and trim.

→ PDF presets are located at Suttle-Straus.com/Doc_QPDF or Suttle-Straus.com/Doc_InPDF.

7 What image resolution is best?

Optimally, print resolution for most imagery should be 150 to 300 dpi for offset and digital printing.

Resolution with regard to your Grand Imaging project is a bit different as generally these are projects of much greater scale. For these, we follow a resolution guideline based on the viewing distance of the printed piece, as follows:

Viewing distance	Resolution
2 feet	200 dpi
5 ft	150 dpi
10 ft	100 dpi
50 ft	50 dpi

Of course, these are guidelines only. If you have concerns regarding the resolution of your images it is best to request a Contract Color Epson proof or Grand Imaging snipe and to assess acceptability.

8 How do I build or indicate varnish, dispersion or other coating effects in my files?

See our [coating effects](#) are located at Suttle-Straus.com/Doc_Coatings.

9 What are other best practices with regard to file preparation?

- Build your document to final size; avoid building oversized when possible.
- Consult Suttle-Straus if you have a paneled job for accurate panel dimensions; a 10- panel roll fold will have successively smaller panels to accommodate folding; building to the proper dimension will control cost and speed your project through the production process.
- When building books, build to page size as facing pages in readers order; when generating production-ready PDF write a multi-paged PDF in single page mode (not spreads).

If you have any questions about Grand Imaging File Prep, please contact your Suttle-Straus Sales Representative.