

# ALLSTATE

## Printing & Graphics

Call us:  
646-486-1832

[www.allstateprint.com](http://www.allstateprint.com)

## Digital Workflow Guide

**Welcome to Allstate's Digital Workflow Guide.** Following this guide will help assure that you get the printed piece you desire, on time and without additional charges. After reading this section, if you still have questions regarding the proper way to set up your desktop publishing document, please do not hesitate to call us and we will clarify any details for you.

Please note the printing prices quoted are based on the assumption that your files will output directly to our Computer to Plate system with **no changes**. If we have to open your files and make changes or corrections to print the file, you will be charged for that time and it may delay your job. You can avoid these charges and delays by following this guide carefully.

### Supported Applications

Allstate can accept almost any type of professional desktop publishing applications available, as well as both Macintosh and Windows documents.

- **QuarkXPress**
- **Adobe Photoshop**
- **Adobe Pagemaker**
- **Adobe Illustrator**
- **Macromedia Freehand**
- **CorelDraw**

If your application software is not on the list, please call us for other possibilities. You may also export your document as EPS (*Encapsulated Post Script*) or PDF (*Portable Document Format*). These formats cannot be edited so please send the original document as well.

### We do not accept:

- **Microsoft Word**
- **Microsoft Excel**

*(Additional charges to reset jobs in these formats.)*

### General DTP Guides

The following guidelines will assist you in setting up your digital files in the most efficient and organized manner.

**We must require a hard copy of your job while processing your files in order to know what your job should look like.**

### Document Setup

Set your document size to equal the trim size of your finished piece. Trim marks are not required since our imaging software generates them based on your document size. Extend bleed by 1/8" (.125") beyond the trim on all sides. This applies to **all** standard or custom sized documents.

Allstate has to add bleed to your document you will be charged computer time.

### Spreads

Allstate now utilizes computer to plate technology, effectively doing away with stripping film into plates. Due to this upgrade we can accept your multi-page documents in any form; reader spreads, printer spreads or singles. However, we would prefer singles as this gives us the most freedom to work with.

### Tri Fold

Adjust the panels on Tri-fold brochures so

## Applications

- Quark Xpress
- Photoshop
- Pagemaker
- Illustrator
- Freehand
- CorelDraw

## Setup

## Spreads

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## Font Usage



## CMYK vs Process

## CMYK vs RGB

## Trapping

that the first folded panel is 1/16" shorter than the other two for 80# text and 1/8" shorter for 100# and cover weight papers.

### Fonts

Allstate maintains a large library of fonts. However, to be certain that we match the font you desire exactly, please include it on the submitted disk. This means that we need both the  screen and  printer fonts for each font used in your document. These should all be collected in a separate folder/subdirectory named "Fonts."

Allstate only accepts Type1 (*Post Script*) fonts on the Macintosh. Documents containing Type1 and TrueType fonts are acceptable on Windows only. **Do not use Multiple Master fonts.**

Making a font bold or italic by applying bold or italic in the application could cause a type substitution and result in additional plate or computer charges. Select the specific font face you want to use instead.

### CMYK Process vs. Spot Colors

Please be sure to define all colors as CMYK process color, not spot color. Allstate will convert all color to CMYK before RIPping your job which can result in substantial color shift. We recommend making blends with CMYK color as well to achieve a more accurate representation of the final print. In some programs, when you create a new color, it is defined as a spot color by default. Printing the file as separations to a black and white printer is a good way of checking that all the colors have been defined correctly as process. If more than four pages are generated, you have probably included one or more spot colors in your file.

### CMYK vs. RGB

As with process vs. spot, this is a crucial trouble spot. Please specify all colors and provide all scans as CMYK. All RGB colors must be converted to CMYK prior to printing. If your files include RGB colors or scans, they will need to be corrected and your job will be delayed or assessed computer and retouching charges. More importantly, RGB colors will shift during the

translation to CMYK. Some colors translate well while others do not. There will always be a noticeable difference. A simple



Blue as RGB spot. R=0% Y=0% B=100%



Blue converted to CMYK process.  
C=99.6% M=95.7% Y=0% K=0%

example is illustrated below.

This shows that there can be a significant color shift in the conversion from RGB to CMYK. **Remember that these color shifts not only occur in simple colors, but also affect all scans and graphics.** We cannot stress enough that the only way to receive consistent, predictable colors is to design and preform color correction within the CMYK color model. Any color correction and new color proofs will incur additional charges.

### Trapping

Trapping should be set on all files to avoid white gaps in printing where colors meet. In Adobe Illustrator and Macromedia Freehand, standard trap is .35 points. Trap type and artwork manually as needed. Set black type to overprint. In Adobe Pagemaker, select Trapping in the Preferences menu and click the box by "Enable trapping for publication" before saving your file. In QuarkXPress set the trapping value to .144 and check default trapped items.

Please take great care in trapping your documents. Improper trapping can result in additional computer and plate charges.

### Color Management Software (CMS)

Many applications provide for color management or transfer functions. **Do not use transfers or CMS software.** Our imagesetters are calibrated daily with a transfer function optimized for our printing presses. Any transfer or CMS functions embedded in a file will override this calibration and will not produce correct results.

### Line Weight & Point Size

Line weights should be explicitly defined as .5 pt or greater. Lines smaller than .5 pt may become invisible and/or inconsistent. Some programs define a *hairline* as .25 pt while others define it as the smallest line the output device prints. **Never select hairline.**

The same rule applies for type size. In general white type should never be smaller than 9 pt. Smaller white type may not be able to hold its clarity on the press.

### Image Usage

Our digital imagesetters can accept most file formats with little difficulty. There are a few specifications that are critical.

- Convert RGB files to CMYK mode before placing the image. RGB files will not separate, causing them to print black and white, resulting in extra computer and plate charges.
- Continuous tone (grayscale or color) images should be scanned to provide a final printed output at 300dpi. Final image dpi is the resolution in dpi of the original scan, divided by the enlargement or reduction factor. A 300 dpi scan reduced 50% provides a 300/0.5 or 600 dpi final image and creates a file larger than necessary. **Please reduce the size of this type of image to achieve the desired final dpi.** Conversely, a 600 dpi scan enlarged 200% provides a 600/2 or 300 dpi final image.
- Line art (b/w) images should be between



CMYK 72dpi TIFF (or EPS)  
This file is only acceptable for internet use.



CMYK 150dpi TIFF (or EPS)  
This file is better than the 72dpi image, but still unacceptable in most cases.



CMYK 300dpi TIFF (or EPS)  
This file is saved correctly. Notice there are no jagged edges. This file will result in excellent quality.

600 and 1000 dpi. Images with a resolution lower than 600 dpi may exhibit jaggy or bitmapped edges when printed.

**•72 dpi Internet images are not acceptable.**

•Crop and rotate your images in Photoshop rather than doing this in the layout program to optimize processing time.

•Use only EPS (with DCS off and Binary Encoding selected) or TIFF only. Using GIF, JPEG or other file formats could result in additional computer or plate charges.

•**Do not embed** images in the document. Simply link to the image and always provide a copy of the original image on

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800-367-2522  
Ex.275

[www.megacolor.com](http://www.megacolor.com)

**CMS and  
Transfers**

**Line Weight**

**Point Size**

**Image Usage**

- TIFF
- EPS
- 300 DPI
- CMYK
- Linking

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Providing  
Proofs

Monitor  
Calibration

Media Types

FTP  
(File Transfer Protocol)

the disk. Embedded images cannot be altered. If an embedded image needs color correction or is RGB, we cannot work with it and your job will be delayed. There also may be additional computer, proof and plate charges incurred.

### **Providing Proofs**

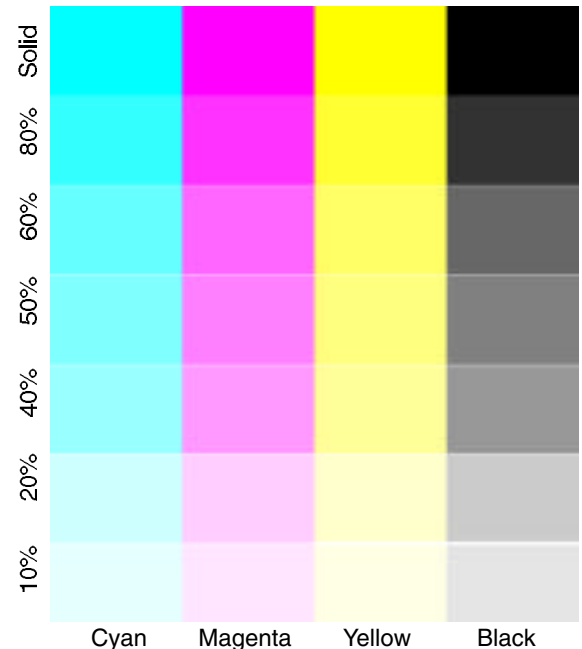
Your proof provides information crucial to the correct production of your job. Without a proof we cannot determine if what we are about to print is correct or not.

We cannot stress enough that proofs should be generated from the **exact** same file that you are sending to Allstate. Any last minute edits to the file should result in a new proof. Please mark the proof "Current" to let us know that any discrepancy between our output and your proof is in fact, an error. If for some reason you cannot supply a current laser proof, please note any changes and/or corrections on the out-of-date proof. Also if your proof is not printed at 100%, please mark the proof "Not at 100%." Failure to follow these instructions can lead to additional computer and proof costs.

### **Monitor Calibration**

Your computer screen is not an indication of what your final printed piece will look like. Designing in CMYK is not guaranteed to produce the exact colors desired. Specifically when you are trying to reproduce some PMS/spot or RGB, metallics, oranges and greens. If your files use a specific color that cannot be reproduced as a process, you should contact your sales rep to inquire about fifth color printing. Adjusting your monitor to make the process color look correct will not change the digital makeup of the image. If your monitor is too bright when you adjust your scans, your photos will print too dark. The same applies to tint and color.

In order to simplify the calibration process, we have provided the following graphic. This image (*color break*) takes CMYK from 100% to 10% and is calibrated very closely with our presses. Simply download this image from our website. The next step is to adjust your monitor's gamma to until the grey on your screen is close to the grays of



the printed piece. Following that, adjust your monitors red, green, blue controls until you have a good overall color match. Now you can save the gamma settings. Your monitor is now closely calibrated to our presses. This is not a guarantee that the color you have in mind is what will print, but the amount of adjustment should be minimal if needed.

### **FTP (File Transfer Protocol)**

Allstate can accept direct file uploads into our system. Point your web browser to "www.freedrive.com"

- Enter the username: allstateprint
- Enter the password: design

Click "upload" and select your file. It's that easy!

### **Media Types**

If your job is too large or you feel more comfortable, we can accept the following media types: **CD-Rom; Zip 100; Jaz 1GB; 1.44MB Floppy; SyQuest 44, 88, 200; 120MB SuperDisk.** We can accept both Macintosh and Windows formatted disks.

### **Archiving Files**

Allstate will store your finished job in our system for up to two years. Using Heidelberg Database Solutions, we can make your archives available online.