

# BusinessTimes

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## Computer Program and File Information Sheet

For clients supplying work on disc format. Please note: all production is done on Macintosh. We accept and recommend sending information through e-mail (under 5MB) and our F.T.P. site for larger files; call for details please. We can also accept files burned to CD or DVD

### **\*PREFERRED FILE FORMAT\* PDF FILE FORMAT**

- All colours MUST be CMYK percentages (make sure to convert all images and colours to CMYK before creating PDF. RGB images and type may not appear properly)
- Please make sure all Blacks are 100%, 4 color blacks do not print properly
- Please make sure all images are updated prior to saving as PDF
- Please make sure all white type is set to Knock-Out settings, and make sure all Overprint and trapping information is set properly prior to creating your PDF
- Make sure all PDF's are saved as High Resolution

### **Adobe InDesign CS3**

- All colours MUST be CMYK percentages
- Uncommon fonts must be supplied with job (remember printer **and** screen font if using postscript fonts. Postscript fonts or OpenType Fonts (NO TrueType Fonts)

### **Adobe Photoshop 5.5 and down**

- All colours must be CMYK percentages (Please CONVERT ALL spot, custom and pantone colours to CMYK percentages)
  - Resolution at 170 to 250 pixels/inch, line screen at 100
- If using a Duotone colour break - name file "name of art.duo" and send a note as well since we must convert duotone artwork into CMYK for the printing press.

### **Adobe Illustrator 8.0 and down**

- All colours must be CMYK percentages (Please CONVERT ALL spot, custom and pantone colours to CMYK percentages)
- Convert ALL TYPE to OUTLINES (prevents substituting fonts)
- Delete all unused custom colours
- Any PLACED files MUST BE supplied separately from artwork.  
ie.: **do not** submit illustrator files with **placed** images without sending the placed images as well!

### **Quark Express 7 and down**

- All colours MUST be CMYK percentages (Please CONVERT ALL spot, custom and pantone colours to CMYK percentages)
  - Save your files as Mac format (we have will be converting down to Quark Xpress 4.1 for any work on the files.)
  - Uncommon fonts must be supplied with job (remember printer **and** screen font if using postscript fonts. Any TrueType fonts will be replaced)
  - Delete all unused custom colours
- Note: PC fonts will be substituted even if supplied

### **General**

- Business Times ads do NOT bleed outside the given image area
- All type should be 1/8" inside final image area
- REMEMBER - all colours CMYK
- PLEASE CHECK that you have **included** all images with working files

**Any questions? Call Michael Logan at (905) 273-8105  
or email: [mlogan@mississauga.net](mailto:mlogan@mississauga.net)**

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