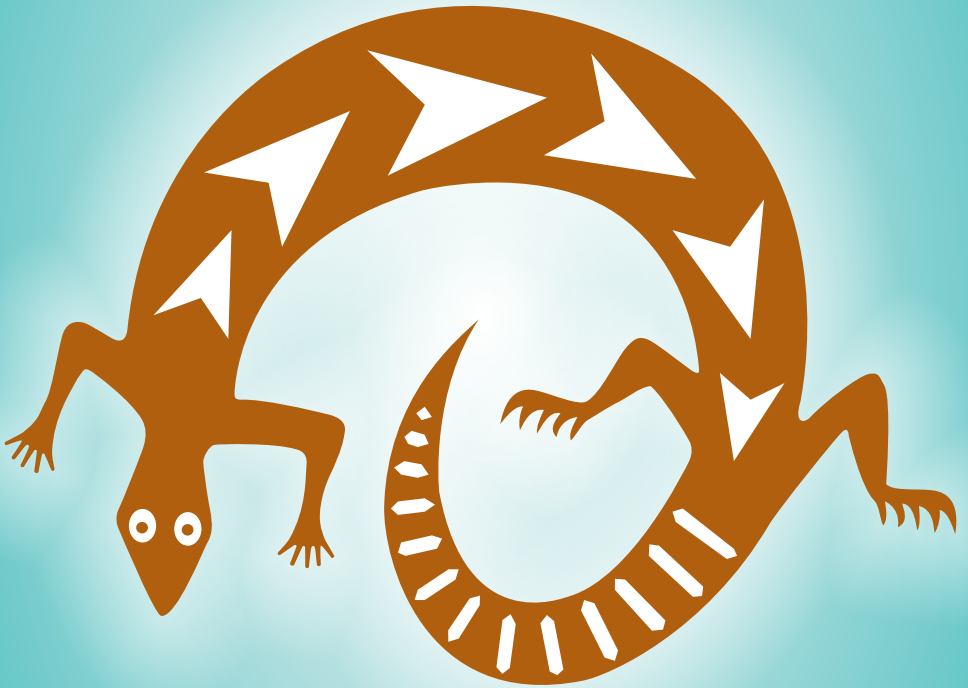


PrePress Information Guide



DESERT



PAPER & ENVELOPE
COMPANY, INC.

Basic policies for submitting electronic documents

We prefer you send a digital PDF of your print file, without crop marks. If you provide a hardcopy (laser or previously printed sample) we will make a digital file. Hardcopy must be 100% of final size. *Never submit the only copy of your file.*

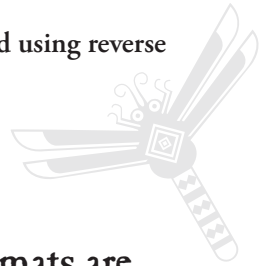
It is important that you send the most accurate approved version of your file.

When submitting your documents via-email, please provide a sample or send a fax copy indicating color breaks for comparison with the final output.

If you are providing us with Native files please provide all of the fonts used in the final version. Avoid using text style commands (**bold**, *italic*, underline, etc). in your layout. Imagesetters may not accurately render these font styles during digital or film output. Converting text to outlines will avoid font related problems or delays when submitting an EPS or AI file.

Use specific PANTONE inks in your swatch or color palette, and make sure all art is assigned those Pantone inks in the final version.

We are happy to take care of Trapping. For best results, avoid using reverse type in sizes smaller than 8 pt or less.



Windows® and Apple/Mac® file formats are
accepted at Desert Envelope Company:

Acrobat PDF

Adobe InDesign

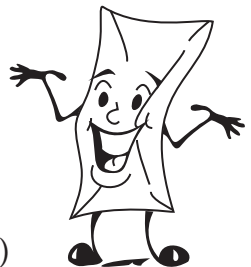
QuarkXPress

Adobe Illustrator

EPS (Encapsulated PostScript)

Adobe Pagemaker (Opened in Adobe InDesign)

Microsoft Publisher (Opened in Adobe InDesign)



Solutions to prevent common output problems

- Missing fonts will cause delays if not collected properly. Make sure you supply all fonts used in your file.
- We request using standard formats when saving or placing files in your page layouts - typically EPS or AI files for vector graphics and TIFF or Photoshop (PSD) files for Greyscale and Bitmapped images. DO NOT submit color files in RGB.
- When submitting Native files please include all art and or images, including embedded files in AI and PSD files.
- Inadequate bleeds will cause delays if adjustments are needed. Always provide at least 1/8" bleed(s) (0.125") extending outside of trim marks.
- Scan resolution: photographic images require 300 DPI resolution, whereas line art and/or type should be scanned at a minimum of 600DPI (1200 DPI is best).



Additional information on image resolution

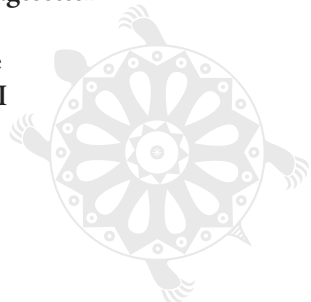
Dots Per Inch (DPI) is the standard resolution measurement used in print graphics for photos and image based logos.

Lines Per Inch (LPI) refers to the frequency or amount of dotted lines in a halftone screen used in the printing process.

Dots Per Inch (DPI) should always be 2x what the Lines Per Inch (LPI) is for your screen settings when files are ripped by an imagesetter

Example: If you are printing 150 LPI your scan or image should be 300 DPI for photo image and at least 600 DPI for line art.

Most monitors have a resolution of 72 to 96 DPI.



Additional electronic prepress services:

Lasers Proofs and/or Digital PDF proofs are available upon request. Any electronic art requiring changes or manipulation, may be subject to additional charges. Please contact customer service for pricing and guidelines.

How to successfully email art:

Email addresses: csr@desertpaper.com



All orders and artwork must be sent to the above email for timely processing.

Please type the title of the print job (what will actually be printed) in the subject line.

In the body of the message, please include your purchase order # (if used), order details, and your company name.

We will confirm the receipt of each email. If you do not receive a confirmation that we received your artwork within 4 hours, contact customer service at 505-884-0640.

OFFICE: 505.884.0640

FAX: 505.884.1093

WATTS: 1.800.228.2298

