What You Should Know

The following information is a guide to help you better prepare your files for design or print. Please call us with any specific questions.

1 **Contact Us!**
Since we're a full service design/print house, we have multiple jobs in progress at all times. It's important that you contact us as soon as you have your ideas together. Besides designing your piece, we need to schedule press times and order paper to make sure your project will get done on time.
- Publications Dept. - (805) 387-1466
- Printing Dept. - (805) 387-1559

2 **Mock Up Your Idea!**
Always include a mini layout indicating placement of photos, ads, copy etc. If you've got a multiple page project such as the football program, we need to know what order your infomation goes in as well as where ads abd photos need to be placed.

3 **Gather Up Your Materials!**
All copy needs to be provided in a digital format. You can email it to us or provide a CD or thumb drive. Always proof your copy first!

Original photos will be scanned and returned. When providing digital photos, always include the ORIGNAL photo file - photos embedded in Word documents are not original files. When taking photos, keep in mind that the higher the resolution, the better the photo will print.

Include all ad material, logos, business cards etc.

4 **Be Timely With Your Proofing!**
Once the design and layout is complete, we'll send you a copy for proofing. Usually the proof will be delivered to your on-campus mail box. If you delay in proofing, your scheduled press time may be bumped and your job may not get done on time. This is a very important step!

Bring your printing to Life!

Accepted Files

TEXT - Microsoft Word files are preferred (for PC and/or MAC). You may place photos within this file, but you need to provide the original photos files as well.

LAYOUT - If you're doing the layout on your own, we can accept the following file types;
- In Design
- Illustrator
- Photoshop
- Quark
- Microsoft Word
- PDF files

PDF files are great, however, we CANNOT edit or manipulate your PDF file so make sure it's exactly as you want it.

We do NOT accept Corel Draw and Publisher.

The most important thing to remember when submitting your file is to be sure to provide the fonts you've used. If you are able to convert the fonts to outlines, that works best. However, once you've convert fonts to outlines we CANNOT edit or manipulate your file. You must also provide all links (photos and graphics) that have been used to create your document.

Color files must be CMYK, not RGB! This includes any photos and graphics used in the document. Call us if you have any questions.

Printing Services

Our printing department can handle a wide variety of job. We can print simple black and white as well as full color jobs.

We also provide...
- folding
- collation
- comb binding
- drilling
- cutting
- saddle stitching
- padding

Your job will be scheduled on a first come, first served basis. We ask that you consider that during peak periods requests must be prioritized. As you plan your events, be aware of the lead times required to have materials prepared and/or printed in time to meet your objectives. The more lead time we have, the better.
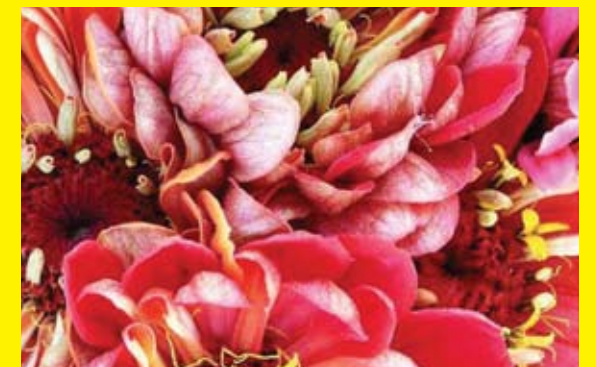
Don't Forget!

When you submit your request, you will need to include a Publication Request Form.

The information we'll need from you includes your contact information, project due date, quantity, finished size, ink (1 color, full color etc.) and most importantly, an account number. We CANNOT proceed with your job without an account number, so please have that number before you submit your request.