

Ready for Takeoff?

Save time and money in print production by preflighting design files

Before you board an airplane, the pilot has already “preflighted” the aircraft by making sure that everything works. They do this every time that they fly because it is much safer, easier and cheaper to find mistakes before they take off.

For similar reasons, we recommend that you preflight your files before you send them to us. Doing so helps ensure that your project moves smoothly and quickly through the prepress and printing process.

There are four main areas you want to check before packing up your files: your document, its fonts, its images and its colors.

Preparing Your Document

First, make sure that your document is saved at its final print size. This will allow us to properly set up the file for imposition and printing. Then, double check that all the images and graphics that you want to bleed off the page are pulled past the document edge at least 1/8". This gives us the trim area we need to create the bleed edge.

Checking Fonts

We need all of your fonts, and in the case of PostScript fonts, which we prefer, we need both the printer and screen fonts. We will only use those fonts for your job. By sending them to us, you ensure that the character and line spacing you proofed will be what you get when we print the document.

Checking Images

Images can be a major source of problems with print jobs. We need 300 dpi CMYK images, preferably saved in TIF or EPS format (although we can work with your RGB images, as long as you talk to us in advance). GIF, BMP and WordArt formats will not color separate or print well at high resolution, so do not use these formats for CMYK or spot color printing.

All of the images must contain the same colors that you plan on printing. If you are printing in black and white, none of the images should be in color. If you are utilizing spot color printing, all of the images must be either grayscale or duotone images that use exactly the same colors as your document. And as you might imagine, for CMYK color, all of your images should be either CMYK or grayscale.

Checking Colors

Just as with images, all the colors in your document should be made in the same color space (CMYK or Pantone, for instance). Make sure that you don't have the same colors with slightly different names, as these can print incorrectly.

Packaging or Collecting Your Document

And finally, we need you to include all of the fonts and images with your document when you send it to us. The two most widely used layout programs both feature commands that streamline this process – “Package” in Adobe InDesign® and “Collect for Output” in QuarkXPress®. We also need 100 percent-sized laser proofs

of your whole job, as these are the best vehicles for proofing your job against our output.

If you have any questions or concerns as you go through the preflight process, do not hesitate to contact your account representative.



TanaSeybert's experienced professionals are intimately familiar with the preflight process, so they can effectively shepherd your project through production. If necessary, we can even set up a conference between you and one of our production specialists.

Our objective is the same as yours: to produce high quality print products that are time and cost effective – with a minimum of bumps along the way.