INSTRUCTIONS FOR LAYOUT PREPARATION FOR PRESS

The employees of SJ publishing-printing house strive to complete your orders precisely and on time so we advise you to follow the instructions for layout preparation for press outlined below. Only when the requirements are met we will be fully responsible for the CORRECT print of the materials.

If you have any questions – do not hesitate to ask!

The projects are submitted:
> • In digital mediums: CD, DVD, USB.
> • Files up to 5 MB can be sent via email.
> • Large files can be uploaded to FTP server, the address: saugykla.balt.net
> All information necessary for connection to FTP server will be provided by your sales person or our IT administrator Gytis Bulotas, tel. 8 618 38187, email gytis@spaustuve.lt

The most convenient and acceptable file format for print is ADOBE PDF/X-la:2001.

When submitting your project please provide:
> • Name of the file and the exact finished format.
> • Name and phone number of the responsible person who could be contacted if any questions occur.
> • Please provide a dummy of the product
> • If any spot colors are used, please provide their Pantone codes.

When submitting calendar projects:
> • Create layouts according to publishing-printing house's drawings templates named "Calendar drawings 20.." (they are renewed each year).

Requirements for print layouts in PDF format:
> 1) Every layout has to have automatically added trim marks and bleed marks (depending on the product from 2 to 5 mm).
> 2) The bitmaps resolution for graphic elements has to be 270-320 dpi. (CMYK, grayscale or duotone colors).
> 3) We recommend that you use Euroscale ICC profile (if you use a different one, please note so when presenting the layouts).
> 4) All fonts used in the layout have to be embedded into the PDF file or curved.
> 5) The texts or other information should be placed no less than 5 mm from the edge of the layout (from the cutting line), if the materials are glued, the texts and information should be no closer than 20 mm from the cutting edge.
> 6) When preparing dark 4 color tones, the total amount of color should not exceed 330% (for example, it can't be - C 95% M 95% Y 95% B 100%).
> 7) When preparing materials to be printed on non-standard paper, it is necessary to take into consideration the half-tone tonal value increase.
> 8) The prepared layout has to contain empty pages if there are such in the printed material and their numeration has to adhere to the layout.

9) We recommend to leave the inner pages of the printed material in one file, but no larger than 1GB size.
10) The one-color black texts (fonts) of the materials and bar codes have to be designed and printed in ONE color (It is a very common mistake - the texts designed in four colors).
11) Integral and gradient background colors have to be darker than 2% for one CMYK channel. Lower than 2% backgrounds can disappear during the printing process.
12) Partial UV varnish, foiling and figure cutting form layouts have to be presented in separate vector files (.pdf, .cdr or .ai - formats). The space where partial UV varnish will be applied has to be filled by color as follows - C 90% M 90% Y 90% B 100%.

If you don't have a possibility to present files in **ADOBE PDF/X1-1a 2001** format to the printing house – we can accept open files in: **Adobe Indesign** (provide all the used fonts and links), **Photoshop, Illustrator** (fonts converted to curves), **CorelDraw** (fonts converted to curves).

Detailed information can be obtained from Rolandas Butkevičius or Arūnas Juozapaitis,
 tel. 8 46 366 000. Email: rolandas@spaustuve.lt, arunas@spaustuve.lt

Thank you for your trust in our professional competency and we hope for pleasant and mutually useful co-operation. Even if you have a layout drawn in pencil – come to our office and we'll help you to print your materials!