

PREPRESS

PRODUCTS & PRICES

Guidebook 1.0

**NEBRASKA
PRINTING CENTER**

EFFECTIVE JANUARY 1ST, 2002

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PREPRESS PRICING

SIZES	LASER	COLOR	IMAGESETTING		CAMERA			LAMINATION
	Plain Paper	Digital Proof	Film Negative	Film Positive	Halftone Negative	Line Shot PMT	Line Shot Negative	Pocket Lamination
8 1/2 x 11	3.00	20.00	15.00	15.00	17.10	7.50	11.00	2.97/sq.ft.
10 x 12	5.00	40.00	18.00	18.00	21.95	7.80	14.12	\$25.00 min
11 x 14	5.00	40.00	22.00	22.00	28.16	10.01	18.12	
11 x 17	5.00	40.00	27.00	27.00	34.20	12.16	22.00	
12 x 18	NA	40.00	31.00	31.00	39.50	14.04	25.41	

MEDIA PRICING NOTE: If a job is smaller than 8.5 x 11, the billing rate for 8.5 x 11 media will be applied. A \$15 minimum charge applies to all invoices. Bulk film and proofs sized 13 x 19 and larger are billed on a per square inch basis. See chart below.

SIZES	COLOR OR BLACK AND WHITE POST-NEGATIVE PROOFS							
	Fuji 2-color	Fuji 3-color	Fuji four color	Fuji additional color	Color Key	Dylux 1-color color	Dylux multi	Velox
8 1/2 x 11	35.00	40.00	50.00	10.00	20.15	8.00	12.00	15.00
10 x 12	36.40	41.60	52.00	10.40	25.86	8.50	12.75	18.00
11 x 14	42.00	48.00	60.00	12.00	33.19	9.00	13.50	22.00
11 x 17	49.00	56.00	70.00	14.00	40.30	10.00	15.00	27.00
12 x 18	52.50	60.00	75.00	15.00	46.55	12.00	18.00	31.00

MEDIA PRICING NOTE: If a job is smaller than 8.5 x 11, the billing rate for 8.5 x 11 media will be applied. A \$15 minimum charge applies to all invoices. Bulk film and proofs sized 13 x 19 and larger are billed on a per square inch basis. See chart below.

NOTES ON PRICING:

- Laser Prints are created on a hp laser printer, 600 dpi
- Digital Proofs are created on a Xerox digital printer.
- Films are created on an AGFA Avantra 36 imagesetter
- Camera work is performed on a Dainippon screen photostat camera
- Fuji Color art post negative proofs are contract proofs, accurately showing how your printed job should appear.
- Color keys use the same material as Fuji Color art, but for this application, they are not laminated together.
- A dylux is a one color "blue-line" made from your film to show content and positioning.
- A velox is a black and white contact proof made from your film.

BULK FILM & PROOF PRICING:

13 X 19 or larger

FILM	12¢ per sq. in.
FUJI 4C	25¢ per sq. in.
FUJI 3C	21¢ per sq. in.
FUJI 2C	18¢ per sq. in.
FUJI ADDT'L	14¢ per sq. in.
COLOR KEY 4C	21¢ per sq. in.
DYLUX 1C	3¢ per sq. in.
DYLUX MULTI	4¢ per sq. in.
VELOX	12¢ per sq. in.

(Max Film and proofing size is 27" x 34.5")

VOLUME DISCOUNTS ARE AVAILABLE BY CONTRACT

THINGS TO CONSIDER WHEN PREPARING YOUR JOB

Please fill out and submit a job order form, located on page 4 of this document, with your job.

TIME:

- Please tell us when you need your output.

OUTPUT:

- Would you like film? A digital proof? A post-negative proof?

SOFTWARE:

- Tell us what software you used and what version it is.
- Use the "Collect for Output" or "Collect for Service Provider" feature available in some applications

PAGE SETUP & SIZE:

- Please let us know the trim size and the amount of bleed.
- To be imposed on our systems, the size of your document must be equal to the final trim size of the printed piece.
- For Pagemaker on the PC, set up the document to compose to a postscript printer. This should be done *before* you start composing your document, or your type may reflow.

SCREENS:

- If your project includes color images, halftones, vignettes or tints, please tell us the line screen.

GRAPHICS:

- Link all graphics images to your file and send them with your job.
- Use Tiff and/or EPS images. Other formats such as JPG, Gif, Pict, and WMF may not print correctly.

COLORS:

- All images must be grayscale or CMYK, *not* RGB. The only exception would be if you are using multi-channel graphic files, such as duotones or DCS 2 files with spot channels.
- For CMYK process jobs, spot colors must be converted to process color.
- Spot colors that are to appear on the same plate must be named identically, including the use of upper and lower case. For example: Blue and BLUE are seen as different color plates; the same is true for Pantone 186 CV and Pantone 186 CVC.

FONTS:

- Provide the fonts used for your job. Include both the printer and screen fonts.
- Avoid using True-Type fonts, use Postscript Type 1 if available.
- On a Mac, do not choose an attribute for a font such as "bold" or "italic". For best results, choose only the correct font name (i.e. Futura Bold vs. Futura plus hitting the "bold" button).

TRAP:

We do not provide automated in-rip trapping. You will need to properly trap your document, or make arrangements for us to do the trapping.

LASERS & TESTS:

Always provide current laser proofs of your files. Put file names on laser proofs. If your file is in color, separate your files to laser to check proper separation.

SERVICE DETAILS

PLATFORMS: Macintosh and IBM compatible.

APPLICATIONS: **Mac:** QuarkXPress, PageMaker, FreeHand, or Illustrator. **IBM:** QuarkXPress or PageMaker. We can also print properly prepared adobe PDF files. (download our guide on how to prepare PDFs at www.npccenter.com in the submit files section)

DISPLAYS: For Display printing we use a Colorspan 12-color, a Rastergraphics Arizona digital screen press, and a Raster graphics 5000.

IMAGESSETTING: Our primary output device is the **AGFA Avantra 36**. We output at resolutions of 1200, 2400 or 3600 dpi with a maximum image size of 34.5 x 27. Line screens from 65 to 425 lpi are available. Digital proofs are output on a **Xerox** digital printer. The maximum size of output on the Xerox is 11 x 17.

COMPOSITION: We can compose in QuarkXPress, PageMaker, FreeHand, Illustrator and Photoshop. We will **trap** your jobs at your request. Trapping is a billable service and is not possible in all instances. We can do your **typesetting, design and layout** and supply you with film output, or we can supply you with a file on disk. All typesetting is done in Quark, PageMaker, FreeHand, Illustrator or Photoshop. We offer **retouching** services on Photoshop images.

SCANNING: Our **high end scanners** are a Dainippon Screen ISC-2010 drum scanner and Scitex Smart series flatbed scanners.

Original reflectives or transparencies of up to 10 x 10 can be scanned at resolutions of up to 6500 dpi and input into either a Macintosh or IBM. We can supply you with a raw scan or drop your scan into a document and produce film. Our Scitex flatbed scanner will scan an original up to 11 x 17.

STORAGE: We have a variety of storage options: **floppies, Zips, Jaz, CDs and optical disks**. We use 3.5" floppies, 100MB Zips, 250MB Zips (Mac only), 1GB Jaz (Mac only), 600MB CD recordables, 650MB opticals (Mac only) and 1.3GB opticals (Mac only). Upon job completion we will hold your data for one week. Further arrangements can be made for long-term storage at your request.

PROOFING: We use the Fuji Color Art proofing system for **lamine proofs and color keys**. We can also make a **dylux or contact** of your film. Many customers also use our **color ink jet** as a proofing system when economical color proofing is an issue.

CAMERA: We use a Dainippon Screen 240 Horizontal Graphics Camera for all manual reproduction work. The maximum image size usable by this camera is 20 x 24.

ARTWORK, TYPE, PLATES, color separations, data files, negatives, positives and other items, when supplied by Nebraska Printing Center (NPC), shall remain the exclusive property of NPC unless otherwise agreed in writing. LEGAL RIGHTS: NPC reserves the right to refuse work at its discretion. Fees charged are for services only and do not constitute ownership of materials. CLAIMS: All claims must be made within five days of receipt of goods. EXPERIMENTAL WORK performed at customer's request shall be charged at current rates. ALL SERVICES ARE SUBJECT TO A \$15 MINIMUM CHARGE PER TICKET. CREDIT TERMS: Invoices are due when services are rendered. Payment may be deferred to the 10th of the month following the invoice date, providing credit has been established. Any invoice over 45 days old is considered past due and subject to a service charge.

NEBRASKA PRINTING CENTER

PREPRESS JOB ORDER

2145 NORTH COTNER BOULEVARD | LINCOLN, NEBRASKA 68505 | PHONE: [402] 466-8521 • FAX: [402] 466-6272

Company Name: _____

FONTS / INSTRUCTIONS

Your Name: _____

Your Phone Number: _____

Job or PO Number: _____

Date / Time Due: _____

Ship To: _____

Platform: PC Macintosh

File Name: _____

Page Numbers to be Printed: _____

Application / Version: _____

Page Size: 8½ x 11 10 x 12 11 x 17 12 x 18

Other: _____ x _____

Print Crops and Registration? Yes No

Bleed Amount: 1/8 1/4 Other: _____

Colors: CMYK C M Y K

Convert Spots to Process

Spot Color(s): *Please list if not to be converted to process*

Lines Per Inch: 100 133 150 Other: _____

MEDIA

Film: Negative Positive
 Emulsion Up Emulsion Down

Laser Print: 8½ x 11 11 x 17

Proof: Digital Blueline
 Velox Fuji Color Art
 Color Key

SCANNING / RETOUCHING

DPI: _____

Enlargement Percentage: _____

Retouching and Color Correction Instructions:

Creating error-free files from Quark XPress

As in most modern print shops, we use a prepress system to process digital files. These systems expedite the process between your document and our printing presses, creating more accurate output at a better value to you.

For this process to be seamless, please review the following issues regarding creating error-free files in Quark Xpress.

1. FONT ISSUES:

- A. Attempt to use Postscript fonts, not TrueType. (TrueType fonts may re-flow.)
- B. Supply all fonts that your document uses. Be sure to include both the screen and printer font files.
- C. Do not use the type attributes buttons on the control panel to select bold or italic. Select the actual bold or italic face from the type menu.

2. GRAPHIC ISSUES:

- A. All Graphics must be either eps or tiff. Any other file types will not work (Jpeg, Gif, Pict, etc. will not output)
- B. All colors must be cmyk or grayscale. (Check all the pictures and graphics). RGB, Indexed Color, etc. files will not work.
- C. Do not define spot colors in graphic files. A color named "bluecmyk" does not always mean that it has been defined as a cmyk process color.
- D. Do not use images downloaded from internet web pages, the resolution is usually too low to print. However, images from clip art services on the internet should be ok.
- E. Picture boxes with tiff graphics should have a background of White, (or 0% Black) to prevent jagged edges.

3. DOCUMENT ISSUES:

- A. Do not use the color registration in your document.
- B. If the job is 4-color process, define all spot colors as cmyk and check the process box.
- C. All document page sizes must be identical. (Sizes should be paper trim size, example 11 3/8 x 17.5 for a tabloid page printed on the web press)

4. GENERAL ISSUES:

- A. Do not use duplicate graphic file names in your documents.
- B. Use unique file names for graphics. Since our server contains over 60,000 files, names like *visa.tif* and *man.eps* are probably already in the system. (Your *visa.tif* file may be replaced with the one pre-existing on the server.)
- C. Use "collect for output" to gather all documents and related graphic files into one directory on your hard drive. Then look at reports to determine which fonts are used. Send us all graphic files and fonts along with your document files. Note that the report will show graphics that are RGB, see 2-B.
- D. Submit laser proofs of all pages. (Note that if you output color pages with the separation box turned on, you should get 4 sheets of paper (cmyk). Any thing that prints on a plate other than the CMY or K plate means there is something wrong with the colors in your document.)

For additional information, please contact:

Larry Frisch
Nebraska Printing Center
402-466-8521
larry@npcenter.com

Creating error-free files from PageMaker (windows)

As in most modern print shops, we use a prepress system to process digital files. These systems expedite the process between your document and our printing presses, creating more accurate output at a better value to you.

For this process to be seamless, please review the following issues regarding creating error-free files in Pagemaker running under Microsoft Windows.

1. CHARACTER WIDTHS AND LINE ENDINGS

For final output to our Avantara imagesetter, the "compose to printer" option must be set to a Postscript Printer PRIOR to building your publication. (See the PageMaker Manual). The Postscript PrinterDriver may be loaded from the PageMaker installation disk.

It is very important that you do not compose for your HP or other desktop laser printer, because character widths will change (and thus line endings), when the file is output to the high resolution postscript imagesetter. You may, however, print proofs to your laser printer thru the print options, even though the document is composed for postscript.

2. FONTS

Avoid Truetype fonts. Postscript and Truetype don't mix very well, and results are unpredictable. Petersen Typographers does not support Truetype fonts, however we will attempt to use supplied Truetype fonts where no alternative is available.

3. GRAPHIC IMAGES

- Do not include placed images in the PageMaker document. Link images and send all image files separately.
- Do not use the clipboard (cut and paste) to move objects into PageMaker.

- Use TIF images whenever available. EPS images will work as second choice. Do not use Pict, Pct, Jpg, Gif, Dcs, Bin, Wfm, bmp, or any other type of images.
- Color TIF images must be CMYK. (Not RGB).
- Avoid rotating placed images that have embedded bounding boxes.

CHECKLIST:

- Document composed for Postscript Printer?
- ATM Postscript Fonts used? Unusual fonts supplied on disk?
- Graphic images included on disk?
- 4-color process images converted to CMYK?
- Laser proofs included with disk?
- Instructions provided for media, dpi, lpi, color seps, etc.?

OTHER ISSUES

The points previous to this dealt with error free Pagemaker files in general. The following issues deal with publication files, or files that are to be imposed. If you find that you cannot meet some of these restrictions, contact us to discuss the possibility of creating a PDF of your document.

1. Pages must be trim size, at 100%.
2. Use TIF images whenever possible
3. No imbedded images.
4. No truetype fonts
5. Postscript fonts must have Macintosh versions.
6. Page must be composed for Postscript printer.
7. Do not use image manipulation within Pagemaker. Instead of modifying it on your page, modify it externally and re-import the graphic. (tints of tifs, etc).
8. Turn color management system off. It could erroneously turn your CMYK images to RGB.

Publication Document Set-up for Web Printing

How you initially set up your document can determine its success. Please review the following guidelines as how to create an error free file.

1. Compose your publication in Quark or PageMaker in reader spreads, not printer spreads. If you are working in Pagemaker on a computer running Windows, make sure you compose the document for a postscript printer (see the Pagemaker Manual).

2. For Long Tabloid pages:

Set the document page size to	11.375" x 17.5"
Set the inside margin to375"
Set the outside margin to5"
Set the top margin to5"
Set the bottom margin to5"
The image area should be	10.5" x 16.5"

For Short Tabloid pages:

Set the document page size to	11.375" x 14"
Set the inside margin to375"
Set the outside margin to5"
Set the top margin to5"
Set the bottom margin to5"
The image area should be	10.5" x 13"

3. With the above settings, the center spread (double truck) gutter will become available for printing. *Example:* With an 8 page publication, you can print pictures and text across page 4 and onto page 5.

Creating PDFs for quality offset printing

In order to create PDFs for quality offset printing, you must have Acrobat Distiller Version 4. The Pdfwriter printer option, and applications that print directly to a pdf will not create a press-ready PDF. You must print your document to a postscript disk file, and then process that file through Distiller to obtain a useable PDF.

There are limitations to what can be done to PDFs. The PDF format currently has only limited support for spot colors, and bleeds are difficult to create from most applications. That said, PDFs are an extremely viable method of creating high quality documents from diverse origins that will output to film. Feel free to contact us to see if the PDF format might be right for your material.

PDFs may successfully be created using the three steps:

1. Initial Document Preparation
2. Creating a postscript file
3. Distilling the postscript file.

These steps are detailed in the following information.

1. INITIAL DOCUMENT PREPARATION

- Create your document in an acceptable application such as Adobe Pagemaker or Quark XPress.
- Set the document page size equal to the trim size of the final product.
- Be aware that graphics you place in the document will output at their original dpi values. A 72 dpi picture will not have an acceptable resolution for printing. Resolution should be at least 200 dpi for web-offset printing, and 300 dpi for sheetfed-offset printing.
- Color pictures and graphics must be converted to CMYK. All other images must be converted to grayscale.
- If you are using Pagemaker running under Windows to create your document, it is critical that you set it to compose to a postscript printer to ensure the character spacing. Do this before you start composing your document to prevent the copy from reflowing.
- Currently, Adobe Photoshop 6 may not output duotone colors properly. If you have a Photoshop 6 file with a dutone color defined, you must open and then save it in Photoshop 4 or 5.

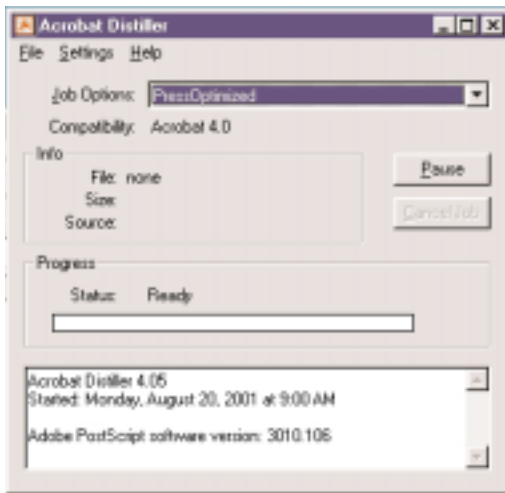
continued...

2. CREATING THE POSTSCRIPT FILE.

- After you make final corrections to your document, use the print option to create a postscript file on disk. If you need help with this process, please call us at 402-466-8521, and ask for Larry Frisch.
- Set the output page to the same size as the document.
- Use the Distiller PPD driver to output to any postscript printer file. This will create a composite cmyk file.

3. DISTILLING THE POSTSCRIPT FILE

Open Distiller Version 4 and use the following settings to create your PDF



This is the window that appears when you open Acrobat Distiller.

1. Select "Press Optimized" under "Job Options".



Go to the settings pull down menu at the top of your screen and scroll down to "job options". That will bring up the general tab in the job options window.

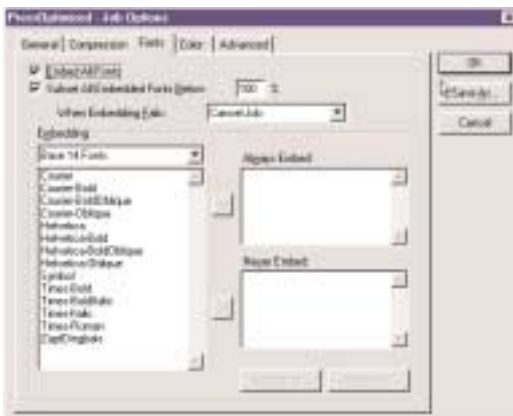
1. Uncheck "Generate Thumbnails" box.

continued...



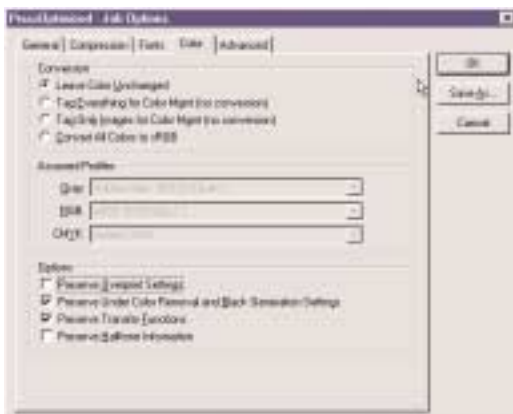
Click on the "Compression" tab in the job options window

1. Do not make any changes in this window



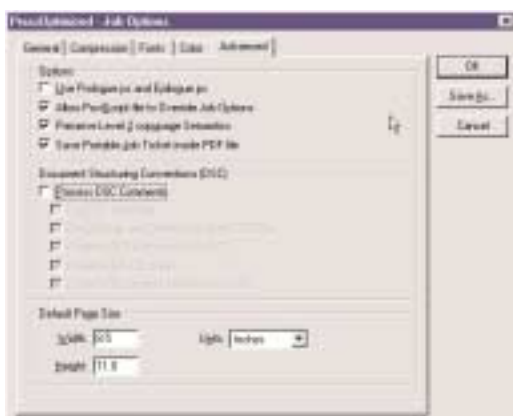
Click on the "Fonts" tab in the job options window

1. Do not make any changes in this window



Click on the "Color" tab in the job options window

1. Uncheck the "Preserve Overprint Settings" box



Click on the "Advanced" tab in the job options window

1. Uncheck the "Process DCS Comments" box
2. Set the page size to be equal to your documents page size.
3. press "OK" to close this window
4. Go under file to "Open", locate your file and process it, this will create your PDF.

FTP uploads and downloads

We offer the option of data transfer on our FTP server. Due to concerns regarding the privacy of your data, we don't have an unprotected site that is accessible to the general public. However, we do have private sites. Please contact us for a username and password if you are interested in this service. Once you've received your user name and password, use the following procedures to procure or send data via our FTP. If you are a veteran FTP user, most of the following information is superfluous.

UPLOAD:

1. Compress files.
For Mac use Stuffit
For PC use Pkzip
2. Use Client ftp software to connect to ftp site.
For Mac use Fetch or equivalent
For PC use Absoluteftp, Coffeecupftp or equivalent
Demos of these applications are available on our website at <http://www.npcenter.com/links.htm> right-click (pc) or control-click (mac) to download the software to your hard drive

Connect using following:

FTP Site (host): ftp.npcenter.com

Account (username): _____* (must be lowercase)

Password: _____* (must be lowercase)

3. When connected, upload the compressed file.
4. After upload is complete, send an e-mail message to your contact at Nebraska Printing Center listing the filename(s) and account that you uploaded to. If you do not have a contact name, email prepress@npcenter.com with the information.

DOWNLOAD:

Connect using the same procedure as listed above, when you see the file that you want to download, drag it onto your computer or use the ftp software to download it to your hard drive.

