



RUSH PRESS

Quality Printing
Since 1971

A CONSOLIDATED GRAPHICS COMPANY

Rush Press—Digital Requirements

- ✓ Back up your job files.
- ✓ Ensure that you include all support files in the disk or email:
 - all fonts (printer and screen fonts for type 1 fonts)
 - all graphics in high resolution;
 - make sure all files are linked.
- ✓ Avoid using TrueType fonts.
- ✓ Raster images should be a minimum of 300 dpi at output size.
- ✓ Acceptable support files include .eps and .tiff (avoid using .jpg files).
- ✓ Provide 100% scale laser prints with job.
- ✓ If sending via ftp or email, include a PDF in place of laser prints.
- ✓ Always compress files using Stuffit or WinZip before sending ftp files.
- ✓ Indicate color breaks, die strikes and varnishes on laser prints.
- ✓ Do not make bold or italic type changes using menu styles.
- ✓ Use CMYK color mode unless PMS-specific colors are used in artwork.
- ✓ Ensure that only the colors used in artwork are included in color palette or swatch.
- ✓ Ensure that all images are converted from RGB to CMYK.
- ✓ Check that shades of colors are consistent with specific colors in artwork.
- ✓ Use .5 pt, color registration for folding, crop or other marks.
- ✓ Do not use hairline rules—use a minimum of .25 pt. rules.
- ✓ Add bleed where necessary.
- ✓ Folding dummies or mockups are very helpful.