

CREATING PRINT-OPTIMIZED PDFS

Acrobat Distiller acts only as an optimizing tool for print, not a conversion tool, so please be sure your project follows the guidelines listed on the set-up pages for small and large format.

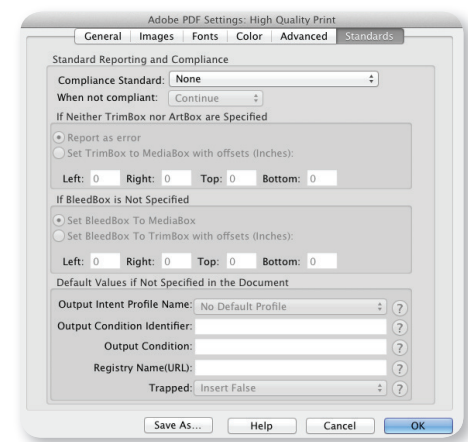
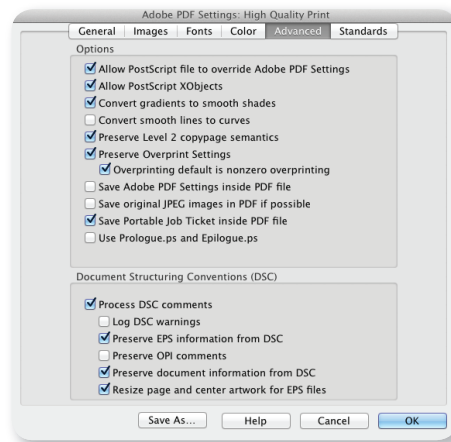
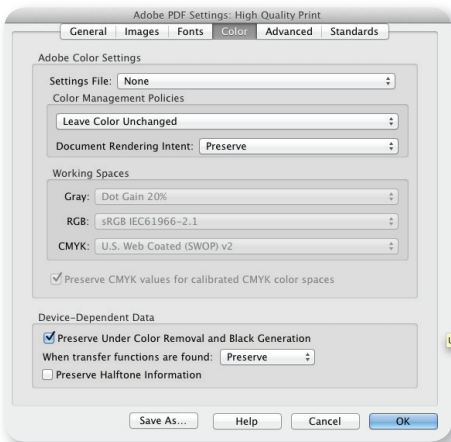
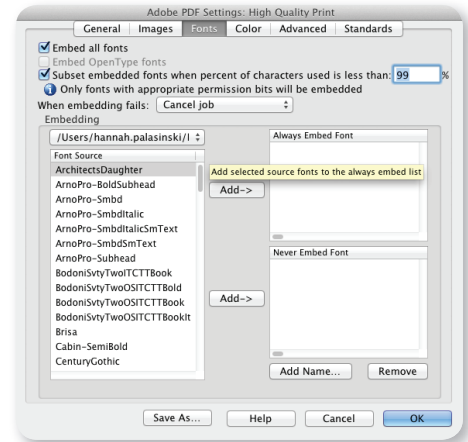
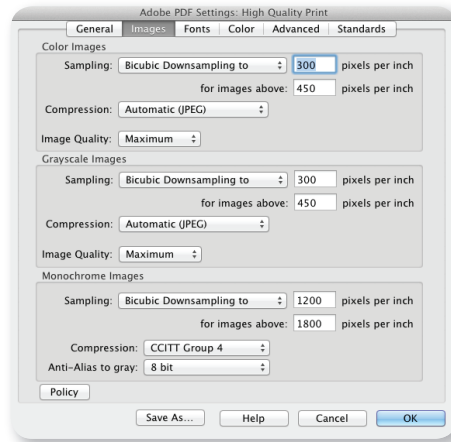
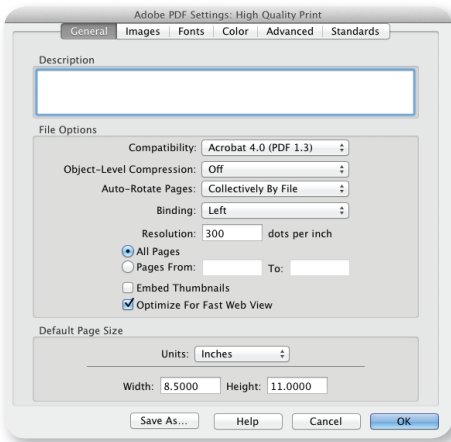
TO PROPERLY DISTILL YOUR DOCUMENT

- Save your file as a PostScript file ‘.ps’ from the program that originally created the file
- Adjust settings in Distiller, such as resolution and amount of compression
- Open your PostScript file in Distiller
- Name your ‘.pdf’ file and save
- If there are any errors, go back to original file and correct them. Save new ‘.ps’ file

We suggest you create a Phase 3 printer job option in your Acrobat Distiller. Details of each setting can be found on the next page.

PHASE 3 JOB OPTION IN DISTILLER

- Launch Acrobat Distiller
- Go to “Settings” menu
- Select “Job Options”



BASIC SETTINGS

- File should be set at 100% of output size if possible
- File setup at 50% or 25% is acceptable as long as the DPI does not go below 150 DPI at final output size
- All files should include crop marks and 1/4" bleed
- Be sure to include ALL fonts (printer and screen) plus any support images used in the file
- All blacks should be built at: C30, M30, Y30, K100. (C0, M0, Y0, K100 will yield a muddy brown)
- No spot colors, CMYK only
- 150-300 DPI at final output size. For larger files, please contact your account representative for exact specifications
- All files must have their extension attached (.eps, .tif, .qxd, etc.)
- All files submitted to Phase 3 should also have an exported 'jpg' proof to use as a go by

RASTER SUPPORT IMAGES (I.E. PHOTOSHOP)

- All photo-based images must be CMYK
- All files must be either in '.tif' or '.eps' format. Please save '.jpg' or '.gif' files in the accepted formats prior to submitting.
- Please do not use LZW Compression

VECTOR SUPPORT IMAGES (I.E. ILLUSTRATOR)

- All vector based images must be CMYK
- All files need to be saved as '.eps' format
- Embedded files must be included
- Use "masking" or "paste insides" very sparingly to prevent rip errors.

APPLICATIONS WE SUPPORT

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe Acrobat

Microsoft PowerPoint

Microsoft Excel

Microsoft Word

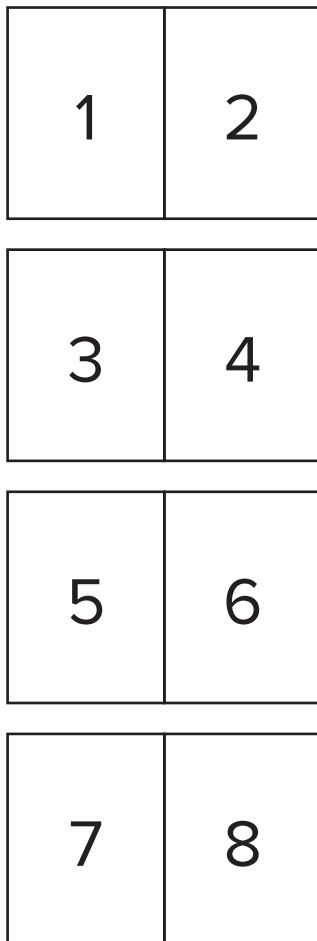
- File should be set at 100% of output size
- Include crop marks and a 1/4 inch bleed
- 300 DPI at size
- All photo-based images should be CMYK
- Pantones must be Pantone Solid Coated spot colors for matching
- Provide a die line if necessary (examples: rounded corners, circular cut-outs, etc.)
- If leaving raised text, please note that anything smaller than 1 inch tall may be lost when the negative area is trimmed out. Small symbols and punctuation marks should be no smaller than 1/2 inch.
- Avoid using thin lines
- Include a '.jpg' proof showing what areas are to be cut away. Our team will create a special grid based on the proof to ensure the appropriate areas are removed and raised. See sample below:



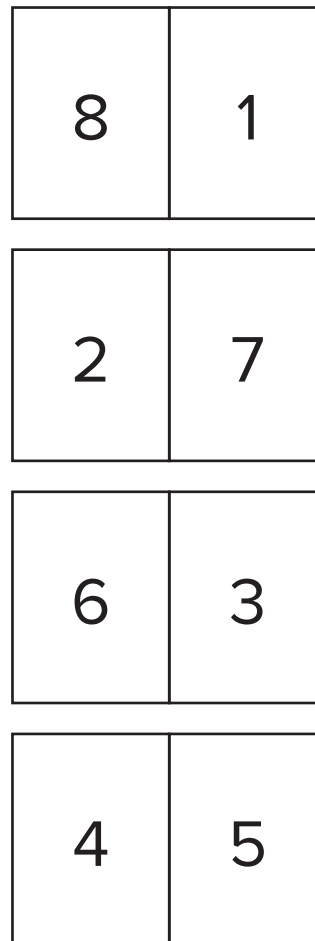
BASIC SET UP

- The number of pages must be in multiples of 4. For example, if your document contains only 10 pages, two blank pages will need to be inserted for saddle stitching
- File should be set at 100% of output size
- File should include a minimum 1/4 inch bleed
- Files should be saved as a high resolution '.pdf'
- All images in file should be 300 DPI
- All photo based images must be CMYK
- Pantones must be Pantone Solid Coated spot colors for matching
- Printer spreads, in which pages are presented in the order they will be printed, are the preferred format for submittal
- Alternatively, files may be submitted in reader spreads. Phase 3 can convert these files to printer spreads for an additional set up fee
- All files submitted to Phase 3 should also have an exported '.jpg' proof to use as a go by

READER SPREADS

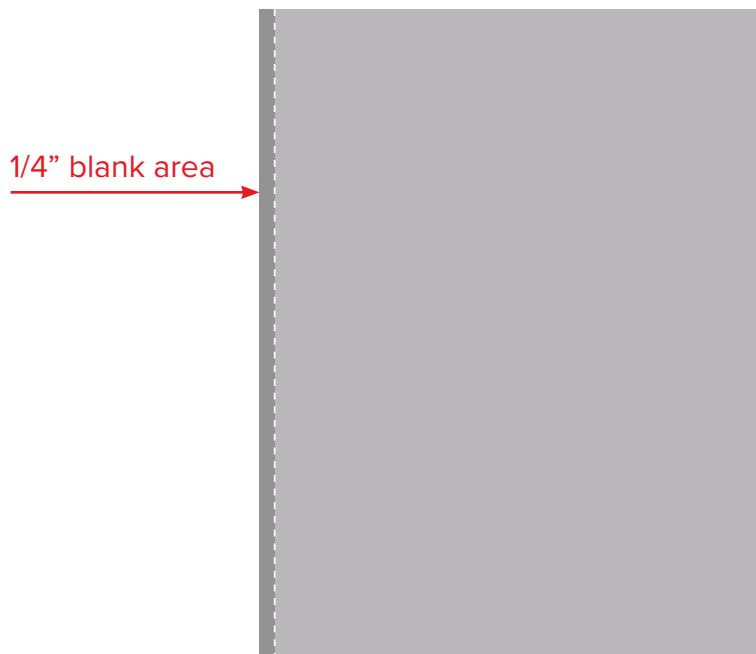


PRINTER SPREADS



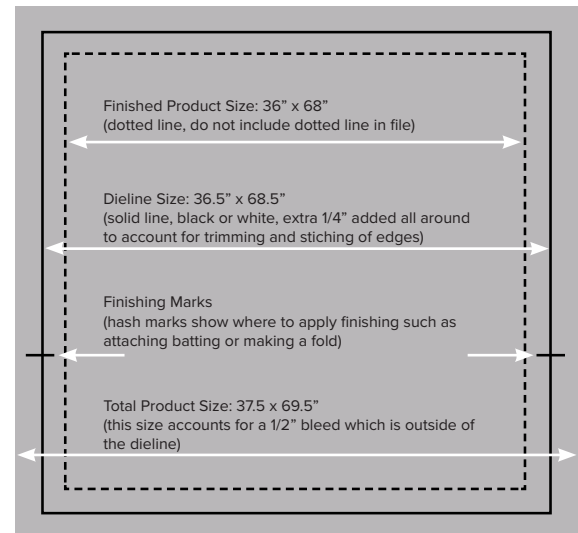
BASIC SET UP

- File should be set at 100% of output size
- File should include crop marks and a minimum of a 1/4 inch bleed
- Interior pages should be in sequential order
- Leave a 1/4 inch margin on the edge of the pages that will be glued. See example below
- Files should be saved as a high resolution '.pdf'
- All images in file should be 300 DPI
- All photo-based images must be CMYK
- Pantones must be Pantone Solid Coated spot colors for matching
- Include all native files for cover in case adjustments to spine are needed
- Spine Width:
 - 1/6 or .0625 inch
 - 1/8 or .125 inch
 - 1/4 or .25 inch
- For example, a 100-page PDF for a manual sized 8.5 x 5.5 inches would yield 50 pages, printed front and back and therefore require a .25 inch spine. This means the unfinished, flat, front and back cover will need to measure 17.25 inches.
- On a separate layer, use a dotted line adjacent to the print area to denote where the spine should be folded
- All files submitted to Phase 3 should also have an exported '.jpg' proof to use as a go by



BASIC SET UP

- File should be set up-up at 100% of output size
- A 1/2 inch bleed is preferred and a minimum of 1/4 inch bleed is required
- Do not use crop marks when indicating cuts for final product size. Include a full, (white or black) dieline with all relevant hash marks for sewing and finishing. The dieline should sit 1/4 inch outside of final product size as this accounts for trimming and stitching the edge. We ask for a full/solid dieline around the finished product due to variable shrinkage in the fabric
- All blacks should be built at: C30, M30, Y30, K100
- Pantone colors must be Pantone Solid Coated spot colors for matching
- 150-300 DPI at final output size is optimal. For larger files, please contact your account representative for exact specifications



RASTER SUPPORT IMAGES (I.E. PHOTOSHOP)

- All files should be either in '.tif' or '.pdf' format
- All photo based images must be CMYK
- Flattened files are preferred for black and white images

VECTOR SUPPORT IMAGES (I.E. ILLUSTRATOR)

- All vector-based images must be CMYK
- All files need to be '.eps'
- Embedded files must be included
- Use "masking" or "paste insides" very sparingly too prevent rip errors

APPLICATIONS WE SUPPORT

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Acrobat

BASIC SETTINGS

All files to be finished as a precision cut should adhere to the following guidelines:

- Dielines must be on a single separate layer
- In a program such as Adobe Illustrator, a separate layer must include precise dieline mapping, which us the position and contour of the finished cut relative to the artwork as a 1 pt rule and nothing else
- Score and cut lines should be solid, 1 pt. rules, with score lines being represented in cyan and cut lines in magenta

Files received that do not follow these guidelines can be corrected prior to production by Phase 3. The cost to correct files is \$100.00 per hour and will be estimated to the client prior to commencement of work.

BASIC SET UP

- File should be set at 100% of output size
- All files should include a 1/4 inch bleed
- Be sure to include ALL fonts (printer and screen) plus any support images used in the file
- All blacks should be built at: C0, M0, Y0, K100
- All duplexed books need to be set up in printer spreads
- 150-300 DPI at size
- Fonts must be MAC system compatible. (TrueType (TT) or OpenType fonts only)
- Pantones must be Pantone Solid Coated spot colors for matching
- When mailing, a 3.25 inch x 1.25 inch area must be left blank in the upper right hand corner of the piece for postage metering
- All files submitted to Phase 3 should also have an exported ‘.jpg’ proof to use as a go by

RASTER SUPPORT IMAGES (I.E. PHOTOSHOP)

- 150-300 DPI at final size
- All photo-based images must be CMYK
- All files need to be flattened, and any extra channels must be deleted (monotones, duotones, etc.)
- All files should be either in ‘.tif’ or ‘.eps’ format. Please save ‘.jpg’ or ‘.gif’ files in the accepted formats prior to submitting.
- Please do not use LZW Compression

VECTOR SUPPORT IMAGES (I.E. ILLUSTRATOR)

- All vector based images must be CMYK or Pantone Solid Coated
- All files need to be saved as ‘.eps’ format
- Embedded files must be included
- Use “masking” or “paste insides” very sparingly to prevent rip errors

APPLICATIONS WE SUPPORT

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe Acrobat

Microsoft PowerPoint

Microsoft Excel

Microsoft Word

BASIC SET UP

- File should be set at 100% of output size if possible
- File set-up at 50% or 25% is acceptable as long as the DPI does not go below 150 DPI at final output size
- All files should include crop marks and 1/4 inch bleed
- Be sure to include ALL fonts (printer and screen) plus any support images used in the file
- All blacks should be built at: C30, M30, Y30, K100. (C0, M0, Y0, K100 will yield a muddy brown)
- CMYK only
- 150-300 DPI at final output size. For larger files, please contact your account representative for exact specifications
- All files must have their extension attached (.eps, .tif, .qxd, etc.)

WHITE INK SPECIFICATIONS

- Files may be prepared as flood fill or spot
- If spot, file should have SEPARATE layer designating white area(s) with 100% Magenta. This will allow for easy identification in the production stage where this layer will be printed as white
- Double-sided, non-flood files MUST BE 100% symmetrical

APPLICATIONS WE SUPPORT

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe Acrobat

Microsoft PowerPoint

Microsoft Excel

Microsoft Word

- Phase 3's removable clear adhesive vinyl material may be applied to a variety of smooth, polished surfaces such as glass, plastic, chrome, and high-gloss, smooth painted surfaces.
- Phase 3's removable clear adhesive vinyl material is designed for indoor or outdoor use. Do not use product in areas where the temperature is below freezing or above 150 degrees.
- Do not use this material on outdoor, mirrored glass.
- For best results, application surface and vinyl material should be 50 degrees or warmer.
- For proper adhesion, the surface must be clean and dry. The material will not adhere properly to grease, oil or dirt.
 - To clean/prepare glass surface before installation, use an ammonia-based window cleaner. Do not use silicone-based cleaners. Once this step is complete, clean surface with warm water. Wipe surface with a clean, soft, lint-free cloth. Allow surface to air dry completely before installing vinyl.
 - To remove grease and/or oil on a non-glass surface, use mineral spirits, heptanes or VM & P naphtha. Once this step is complete, clean surface with warm water. Wipe surface with a clean, soft, lint-free cloth. Allow surface to air dry completely before installing vinyl.
 - Note that vinyl material cannot be applied to a freshly painted high-gloss surface. Please allow the painted surface to air dry for a minimum of one week prior to installation.
- Use the following steps for the recommended dry application method:
 - After surface area has been properly cleaned and is completely dry, mark the desired position for installation.
 - Keep fingers away from the adhesive, peel release liner approximately 1 inch from top of the graphic. Fold down and crease the liner.
 - Align and apply the graphic starting at the top. Remove the liner a little bit at a time and squeegee as you go. Use firm, overlapping strokes with a felt-faced squeegee.
 - If air bubbles occur, puncture with a pin or needle and smooth down with the squeegee.
- Phase 3's removable, clear adhesive vinyl material can be easily removed and will leave no adhesive residue on the surface it was adhered to.
- Phase 3's removable, clear adhesive vinyl material is NOT a repositionable or reusable product.

- Phase 3's removable static cling material may be applied to a variety of smooth, polished surfaces such as glass, plastic, chrome and high-gloss painted surfaces.
- Phase 3's static cling material is designed for indoor or outdoor use.
- Do not use product in areas where the temperature is below 32 degrees or above 150 degrees.
- For best results, application surface and static cling material should be 32 degrees or warmer when graphics are being applied.
- Phase 3's static cling material is not recommended for graphics larger than 20" x 20".
- For proper adhesion, the surface must be clean and dry. Material will not adhere properly to grease, oil or dirt.
- To clean/prep a glass surface before installation, use an ammonia-based window cleaner. Do not use silicone-based cleaners.
- To remove grease and/or oil on a non-glass surface, use mineral spirits, heptanes or VM & P naphtha. Once this step is complete, clean surface with a combination of warm water and a small amount of mild soap or detergent. Wipe surface with a clean, soft, lint free cloth. Allow surface to air dry completely before installing cling.
- Material cannot be applied to a freshly painted high gloss surface. Please allow the painted surface time to air dry for a minimum of one week prior to installation.
- Use the following steps for the recommended wet application method:
 - Prepare a wetting solution of two teaspoons of liquid household detergent in one gallon of cold water.
 - Remove cling from the release liner and lay face down on a clean, flat surface. (Note that the "face" of the cling is NOT the side that the release liner was removed from.)
 - Mist the application surface with the wetting solution. This is most easily accomplished by spraying the wetting solution directly onto the application surface.
 - Place the cling in contact with the application surface. Note that the side of the cling that should be adhered is the side that the release liner was removed from. The wetting solution will allow the cling to slide across the application surface for positioning purposes.
 - Once the cling is in the correct position, squeegee the water out by gently working from the center of the cling to the edges. Use a rubber roller or a felt-faced squeegee.
 - Use paper towels to blot any excess moisture. Gently apply pressure to the edges to ensure the clings have adhered properly.
- Phase 3's cling material can be easily removed and can be reused. Clings must be stored on the release liner (application side should be placed on the release liner) in a clean, dry environment.
- When reusing a static cling, if adhesion seems low, dip cling in warm water to increase adhesion and then apply to surface.

UPLOADING AND DOWNLOADING

MAC

- Open your FTP client. If you do not have one installed on your computer, visit: [https:// cyberduck.io/](https://cyberduck.io/)
- Click the Download for Mac button and follow the installation instructions

PC

- Open your FTP client. If you do not have one installed on your computer, visit: [https:// filezilla-project.org/](https://filezilla-project.org/)
- Click the Download Filezilla Server button and follow the installation instructions

LAUNCH YOUR FTP CLIENT BROWSER

- Login information:
Address: <ftp.phase3mc.com>
Username: <provided by your Account Manager>
Password: <provided by your Account Manager>

UPLOADING FILES

- Select files to upload and drag them into your client folder
- If no folder exists please contact your Account Manager at 404.367.9898 and one will be added
- Please 'stuff' or 'zip' your files before placing them onto our FTP site. This will make uploading and downloading files faster.

DOWNLOADING FILES

- Login information:
Address: <ftp.phase3mc.com>
Username: <provided by your Account Manager>
Password: <provided by your Account Manager>
- Click on the blue, underlined name of the file to download it

PROBLEMS

Should you experience any problems using our FTP site, please contact your Phase 3 Account Manager or local Phase 3 office.