

# Publication Page File Specifications

This document is used to guide you in preparing files for print.

## 1. Acceptable Formats for Publication Page Files

### PDF FILES

PDF is the preferred file format. We accept PDF/X-1a+ files that adhere to the page geometry requirements in spec #2 on page 2 of this document.

Single-page PDF files are the standard for production and are required for certain types of automation processes.

If you must send multiple-page PDF files, please discuss this with your Cenveo account manager. Pages contained in each multiple-page PDF file must be contiguous. Do not merge multiple PDF files into a single PDF file. This can create font ID conflicts and cause type characters in the merged file to drop unexpectedly.

### PDF FILE NAMING CONVENTION

PDF file names must be short, consistent and contain no spaces or special characters or punctuation other than the "dot" or "period" that precedes the pdf extension. The exception is the underscore character ( \_ ). This is the only non-alpha/numeric character used in our PDF file naming convention and its use is reserved for the following:

- Single-page PDF files: The underscore character follows the page identifier that begins the file name.
- Multi-page PDF files: The underscore character separates the page range identifier that begins the file name.

The page number identifier (single-page PDF files) or page range (multiple-page PDF files) must begin the file name.

The overall length of the file name (including the .pdf extension) must not exceed 26 characters. Please keep in mind that you will add one or two characters to designate revised files. See examples below.

#### **File naming example for single-page PDF files:**

**001\_pn0116.pdf** — 001 = page 1, pn = pub name (example), 0116 = pub date (January 2016 in this example)

**010\_pn0116.pdf** — 010 = page 10

**100\_pn0116.pdf** — 100 = page 100

#### **Cover file naming convention for single-page PDF files (for "plus-cover" vs. "self-cover" publications):**

**c1\_pn0116.pdf** — c1 = cover 1 (outside front cover)

**c2\_pn0116.pdf** — c2 = cover 2 (inside front cover)

**c3\_pn0116.pdf** — c3 = cover 3 (inside back cover)

**c4\_pn0116.pdf** — c4 = cover 4 (outside back cover)

**sp\_pn0116.pdf** — sp = spine

Revised files must have "R" (it may be uppercase or lowercase) added to the name just before the .pdf extension:

**001\_pn0116r.pdf** — a revised single-page PDF file for page 1

A second revised file must have "R2" added to the name just before the .pdf extension:

**001\_pn0116r2.pdf** — second revised PDF file for page 1

A third revised file must have "\_R3" added to the name just before the .pdf extension, etc.

#### **File naming example for multiple-page PDF files:**

**001\_010pn0116.pdf** — 001\_010 = file's page range (file contains pages 1 through 10)

### PAGE-LAYOUT APPLICATION FILES

We accept native page-layout application files created in Adobe InDesign for Macintosh (up to and including Adobe InDesign CC 2019)

If you are planning to send page-layout application files created in a higher version of InDesign other than stated above, please contact your Cenveo account manager for instructions.

# Publication Page File Specifications

## 2. Page Geometry Requirements

### PAGE-LAYOUT APPLICATION FILE DIMENSIONS

The page-layout file must be set up to the true-trim size of the publication. Bleed elements must extend beyond the page by 1/8" (0.125") on the trim sides.

### PDF FILE DIMENSIONS

The originating page-layout application file must be set to the true-trim size of the publication. The overall (Media Box) size of the PDF file must be exactly trim-size-plus-one-inch with exactly one-half inch of space on each side of the trim to accommodate bleed and marks. This PDF file must include a valid TrimBox and crop/registration marks. Bleed elements must extend beyond the page by 1/8" (0.125") on the trim sides, and crop marks must fall completely outside of the bleed area.

These specifications can be achieved by importing the Cenvéo preset supplied to you.

## 3. File Construction Considerations

### Imported Image Files

- **CONTINUOUS-TONE-TYPE IMAGES:** Industry standard is for continuous-tone-type images to be saved to CMYK or Grayscale mode. Optimum resolution of continuous tone-type images is 2 times the line screen at which the publication will be produced. Minimum recommended resolution is 1.5 times the line screen at which the publication will be produced.
- **LINE-ART SCANS:** Line-art scans should be saved to Bitmap mode and should have an effective resolution no lower than 600 ppi. The optimum resolution for this type of image is 1200 ppi.
- **CUSTOM EFFECTS:** Apply custom effects (colorizing, rotation, and other special effects) in the photo-retouching program.

### Imported Art Files

- Files should be set for high resolution output. Files will be output to a device resolution of 2400 dpi.
- To avoid font issues, select all text and convert to outlines before saving to import into the page layout.
- Be sure that the colors are specified properly in your files. If elements are to print in a spot color, be sure the spot color name matches exactly to the spot color name for the same color used in the page-layout application. If you've created any custom colors or are using Pantone colors, be sure they're designated as "Spot". Make sure that process colors are correctly designated as "CMYK" or "Process Separation". Make sure that colors are set to CMYK not RGB under color mode. Delete any unused colors from the palette.
- Be aware of effects that can be caused by transparency and flattener settings. We recommend that all transparency be flattened in the final page file that is submitted for processing.
- We accept native page-layout application files that are created in QuarkXPress and Adobe InDesign. If you are sending application files (rather than PDF files), it is important that you supply all of the elements that went into the building of those files: fonts, art files, and high-resolution image files.
- Avoid use of third-party XTensions or Plug-Ins in your page-layout application if you are supplying native files.
- Avoid font menu styling to create type effects. Avoid use of TrueType fonts.

### Coloring Black Elements

- All text that are to be black must be only colored as 100% black or a screen of black. Do not use Registration or a Process build to define the black element.
- All barcodes must to be black and colored as 100% black. Do not use Registration or a Process build to define the barcode.
- Rich Black elements should be built as C=30% M=30% Y=30% K=100%, Do not use for text.

### Confirmation

- Supply a directory listing all files copied to transfer media, or all files that are transferred electronically.
- Supply a composite proof with color content clearly indicated. Color proofs are preferred for files with color content.