



File Preparation Check List - Open Web

General Information

September 2022

1. Proper Document Setup

The document size should be at the final trim size.

2. 1/4" Margin and Bleed - 3/8" Margins for Press Finish

Any images or color on the edge of the page should pass the trim line by 1/4" (0.25" / 18 pt / 1p6).

Any text that is not a part of the background art should be 1/4" away from the trim.

Press Finish Jobs: Jobs that do not go to bindery should have 3/8" - 1/2" (0.375" / 27pt / 2p3 - 0.5" / 36pt / 3p) margins.

3. Marks

Crop Marks need to be included, offset from the trim by 3/8" (0.375" / 27pt / 2p3).

Do not include registration marks or color bars when possible.

4. Image Resolution

The recommended minimum resolution for images printing on the open web press is 200 dpi.

5. Linked Images

Please make sure all your links are updated and none are missing before exporting your PDF(s) from your design program.

6. Ink Density (dMax)

Recommended dMax for the open web press is 240%

To find the ink density, measure the amount of Cyan, Magenta, Yellow, and Black being laid down on any point on the page.

With InDesign, you can use the "Separation Preview" to measure dMax. If you are using Quark or any other program, use the "Output Preview" function of Adobe Acrobat Pro to measure the ink density.

7. Color

All colors should be CMYK, unless the job contains a printing spot color. All colors that are not printing spot color should be converted to CMYK before creating your PDF.

Small black text should be 100% black only.

8. Overprint White

SOP systems will convert white objects from overprint to knockout automatically. Set all white objects to knockout to ensure the best results.

9. 4-Color Rich Black

Open web publications should use 100 % black only.

10. Proper Export Setting

Please contact the prepress department for instructions on creating presets with SOP settings.

SOP Prepress Customer Support:

Nola Tamblyn (310) 965-9119
n.tamblyn@southwestoffset.com

George Chiu (310) 965-9103
g.chiu@southwestoffset.com

11. PDF Version

When selecting the PDF version, select the highest version your software will allow.

SOP does not accept PDFs version 1.3 (Acrobat 4.x) or lower. Using this version can cause problems that will affect the look of the final product. If you have a special circumstance please contact the prepress department.

Locating PDF Version in Acrobat Pro: Open the File menu and choose Properties... Open the Description tab. The PDF Version is in the Advanced section.

12. Embedded Fonts

All fonts (not outlined type) must be embedded.

Checking Embedded Fonts in Acrobat Pro: Open the File menu and choose Properties... Open the Fonts tab. All fonts listed should say "(Embedded)" or "(Embedded Subset)" after the font name.

13. Minimum Font Size

The recommended minimum font size for open web pages is 10pt.

SOP suggests not to use thin, compressed or narrow fonts at small sizes on top of colored backgrounds or images.