

Specifications for Submitting Electronic Files

We can print your files, pack them, and ship them to you. All of our digital printing services, including color, posters, and black-and-white, as well as binding and laminating services, can be ordered simply by sending us your computer files, in ready to print form, via email to orders@cardiffpa.com. Also include special instructions, delivery requirements, and contact information for billing.

We can accept a variety of file formats. Please see the list below for submission specifications. If your format is not found on this list, contact us at orders@cardiffpa.com and we may be able to accommodate you.

Preferred PC File Submission Formats (see below for Macintosh)

- CorelDraw v11
- InDesign CS
- Illustrator CS
- Photoshop CS
- Acrobat CS
- Publisher 2004

In addition to these native formats, we can also accept files in PDF, EPS, TIFF, and JPEG formats. We will open and print these files at no additional charges. *However, any required preparation for printing entails a minimum charge of \$15.*

Retiring formats

Due to declining demand, we are discontinuing support for PageMaker and QuarkXPress. If your files are in this format, you should export to a supported format. If you are unable to do so, contact us and we may be able to help for a minimum conversion fee of \$30.

Other Formats:

The following formats may be submitted. Please do not use these formats for “page layout” requiring exact page formatting and positioning. They are intended for special use and the printed result may vary from one computer to another.

- Word 2002
- Excel 2002
- PowerPoint 2002

Macintosh Files

We can accept Macintosh files, but you *must* convert any fonts to curves or outlines, or provide the complete font files (both resource and data forks) so that we can convert them to PC format. **For information on the correct means for submitting Macintosh fonts, see the section below titled *About Macintosh Fonts*.** There is a minimum charge of \$15 for converting Macintosh files and fonts. Sometimes font and file conversions require additional reformatting work which will entail additional charges, but you will be able to review a proof before any such additional work takes place.

Fonts Submission

There are literally thousands of fonts and we do not have them all. *All fonts must be provided in order to avoid delays and extra charges.* The best thing to do is to convert all text to vector art – also known as “outlines”, “curves”, or “paths” (the name differs depending on the graphics package you are using). This will avoid all font problems but renders the text uneditable.

Many graphic design programs, such as Illustrator and Corel Draw offer the ability to transform fonts into vector art as described above. Unfortunately, some programs, such as QuarkXPress and Publisher do not offer this feature and so all fonts must be provided in their entirety when these types of files are submitted.

Some programs (including Acrobat, Corel Draw, and Publisher) will allow you to “embed” your fonts within the files that you submit. If you cannot embed the fonts, you must provide the font files (from the c:\windows\fonts folder) to us.

About Macintosh Fonts

Macintosh files have a complex structure. They consist of two chunks of data called the resource and data forks. The data fork is an analog of the data stored in regular file, while the resource fork contains special data - resources. There is no analog of the resource fork in Windows so its data is usually lost when you copy Mac files to a PC using regular means. Unfortunately font data is stored in these Resource Forks. So it is important to use a special method of delivering Mac files to a PC without losing data.

There are a number of intermediate formats, including MacBinary and BinHex, which can be used for encapsulating Mac files into regular files without losing any data. After conversion to such a format a file can be transferred using regular means without risk of losing information. You may freely copy such files through networks, e-mail, floppy, CD and other media.

Graphics

You must provide all linked graphics. Where possible, do not use links but include the graphics directly in your files.

Colors

All bitmap images must be rendered in CMYK. Unless you are placing an order for printing that will use a PMS ink process, **exact color matching is not guaranteed**. All CMYK printing is an approximation only. Fiery printing provides the least accurate color rendition but color proofs will closely match final output. Offset press prints will usually offer a superior color match, but may differ from the proofs.

Bleeds

If your printing project requires a bleed (ink extends all the way to the edge of the page), your design must provide a bleed area extending 1/8th of an inch beyond the trim line.

Business Card and other Multi-Up Artwork

Please submit artwork in “one-up” format only, unless you plan to trim it yourself.

Trimming

You must allow a minimum 1/8th inch trim border “safety zone” between the intended trim line and any important text or graphics. In all types of trimming, there will be variation in the exact trim positioning due to shifts in the printing and trimming mechanisms.

Proofs

You are required to review and approve a proof prior to printing. For most printing types, we can provide an electronic proof by emailing you a PDF file to view. Approval by email is acceptable. Coloration in a PDF proof may not be identical to the printed result. Resolution in a PDF proof is inferior to the printed result. Fiery composite proofs are offered for Fiery prints, offset press prints, and thermographic prints. Usually we will accept approval of a PDF proof for these print jobs, but high cost / high volume order may require approval of a physical proof as well.

Layout and Design

If you need help with layout or graphic design, we are here for you! General layout services, which include the typesetting of content which you provide (graphics, text, images) costs only \$60 per hour (\$15 minimum). Graphic design, which includes a substantial creative component is available by prior arrangement at \$80 per hour. Fixed rate "not to exceed" quotes are available. Contact us at info@cardiffpa.com for more information.

Payment Terms

Most orders must be pre-paid and are non-refundable. Terms are available for special orders or large orders, normally 50% payment in advance, 25% upon approval of proof, and 25% at delivery.

Turnaround Time

Most orders are processed within 2-3 business days of proof approval. Offset printing may take a week or longer after proof approval. We can often accommodate rush orders, even same day orders. The minimum rush fee is 25% (prioritized within 48 hour window), or 50% (begin immediately at the expense of other orders). Rushes are by prior arrangement only.

Delivery

Although we do not offer a regular delivery service, we may be able to arrange a delivery in our local area (Solana Beach to Encinitas) on a time available basis by prior arrangement. There is no delivery charge for orders which exceed \$500. Delivery for smaller orders entails a \$25 delivery charge. We also offer discounted shipping anywhere in the world. Full payment, including freight, must be paid prior to shipping.

Submission Media

Ordinarily, you should email your files with all instructions and contact information to orders@cardiffpa.com. You will receive an automatic response acknowledging your order, but it may not be processed right away. If the order is urgent, call us at 760-753-4875.

Our email server may reject files which exceed 8 MB. If your file is larger than this, there are a number of other options, such as compressing your file, submitting it by ftp, shipping it to us, or bringing it into the store. We can accept DVD, CD, Zip Disk, or USB memory sticks. Due to hacker abuse, we no longer provide anonymous ftp. Our ftp server is made available by prior arrangement only. Should you require ftp access, please contact us for arrangements and instructions.