

## Frequently Asked Questions (FAQ)

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Can't find the answer to your question? Email your inquiry to [prepress@ketmoy.com](mailto:prepress@ketmoy.com) for a prompt reply. If time is short, call 513.867.8800 or 800.251.8801 to speak immediately with a prepress technician.

- Does it matter whether I use a Mac or Windows PC?** No, not in most cases. We are accustomed to using files from both Mac OS and Windows. Additionally, projects created using Adobe Creative Suite applications are cross-platform compatible. Regardless of platform, the software used to create a file largely determines its usability. If a native document cannot be opened directly or converted for use in another program, we might request that you create a proper PDF of your document as an alternative.
- I use programs from Microsoft Office to create my content. Is that OK?** While Microsoft Office is nearly ubiquitous, documents from its applications sometimes pose production challenges. A proper PDF created on the system of origin often works better than the native document file, but submitting both is the most versatile. We work with these files within their limitations.
- I thought all PDFs were the same. What is a proper PDF?** Not all PDFs are created equal. Many factors contribute to the usability of a PDF within a print production workflow. Properties of a PDF include color space (e.g. RGB, CMYK), trim and bleed designation, image resolution, font embedding, and transparency, among others. The settings chosen at the time a PDF is created determine its intent—web use, desktop printing, or press production—with variations to suit individual needs. For print or press production a proper PDF demands certain requirements; CMYK content, correct page dimensions with trim marks, bleed, high-resolution images, and completely embedded fonts are all important for predictable results.
- I use Adobe Creative Suite, and I am stumped. Can I call you?** Sure! We welcome sharing our expertise in Adobe print production applications to help your project along. After all, when you learn how to accomplish something properly during the design process, it helps us during the production process, too.
- I need a cool font and some clip-art for my newsletter. Can I get those from you?** No, we don't maintain or distribute creative design resources. The Internet is replete with sites for that purpose, but use caution when downloading material, as quality or copyright can be an issue.
- The color of your proof doesn't much look like my screen. What's wrong?** Discrepancies in color from monitor to proof are common and expected. Color perceived from a proof cannot be directly compared to its counterpart from a computer display, since the means for depicting color is substantially different for each (reflective versus transmissive, respectively). Our calibrated color proof is the best representation of how color will reproduce on our press.

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- I have reviewed your proof and want to make changes. Should I submit new files?** That depends on the nature of the changes and complexity of the project. We often devote considerable time and effort to prepare your files for production, especially for complicated jobs. Receiving new files from you invalidates our version, requiring that we repeat the process. Therefore, we prefer to make alterations to our file(s), following your written instructions. Alternatively, in cases where you feel more comfortable making changes yourself, we ask that you first obtain our version of the project files.
- I'd like to approve a PDF instead of a hard-copy proof. Is that adequate?** That depends on the complexity of the project and your willingness to favor convenience over caution. We generate a hard-copy proof for every project and strongly encourage its review to check against your expectations for proper content, rendering (color and appearance), pagination, size, and finished assembly. For simple or straightforward jobs, PDFs may be suitable for approval; complicated or significant jobs, however, often demand careful attention and warrant the inspection of a hard-copy proof.
- I have a project that folds into multiple panels. Do you have a template for me to follow?** Proper panel sizes are essential for a piece to fold correctly. Generally, outside front and back panels are equal width, and panels that fold inward are progressively narrower by .0625 inch. Consider proper panel sizes at the outset of your design, since correcting existing artwork can be cumbersome. If you want to receive a template before you begin, we can create a custom one for you based upon the final folded dimensions, folding scheme, and number of panels.
- I accidentally deleted a project you printed for me. Do you still have those files?** While we do archive each project, we do not guarantee that our collection of files is complete as a viable backup. We typically retain only those files necessary for final production within the specifications at the time of origin, discarding extraneous and temporary items before archival.