



96 Vandever Ave. ♦ Wilmington, DE 19802  
302.656.4466 ♦ 302.654.3610 ♦ [www.farleyprinting.com](http://www.farleyprinting.com)

## **Artwork Guidelines**

### **Programs Supported**

(Mac and PC) ♦ Quark XPress ♦ InDesign ♦ PageMaker 7  
♦ Illustrator ♦ Photoshop ♦ Adobe Acrobat

(PC only) ♦ Microsoft Word<sup>6</sup> ♦ Microsoft Publisher<sup>6</sup> ♦ Corel Draw<sup>7</sup>

The guidelines listed below are offered to expedite the processing of your order. If we have to contact you for additional information or clarification or perform extra troubleshooting on your files, it may put your job behind schedule and/or over budget.

- 1.** When saving files, please use proper extensions, i.e., .qxd or .qxp for Quark, .indd for InDesign, etc.
- 2.** **All fonts and original placed art** should be collected and supplied with your original files. The *embed all fonts feature* should also be turned on when creating pdfs for printing.
- 3.** All scanned artwork in a file should be 300 dpi at 100% of the output size and should be saved for appropriate color, i.e., grayscale, CMYK, or a PMS color for duotone **before** being placed into your file.
- 4.** When using color in a file, use a Pantone color for spot color, or make any PMS colors CMYK if the file is to print 4 color process.
- 5.** When supplying a pdf file for printing, make sure to create a PRESS QUALITY, CMYK (for 4 color process) and/or CMYK + spot colors (for only spot colors or both 4 color process and spot colors) file. If your file has colors that will run (bleed) off the page, make sure you turn on the bleed and crop marks feature **before** creating the pdf.
- 6.** Microsoft Word and Publisher files are not page layout files for printing. While we can use these files for certain jobs, additional time is needed to convert the files and thereby results in additional cost.
- 7.** Corel Draw files should be saved as .ai (Illustrator), or .eps files. Again, all placed graphics and fonts must be supplied.

**Please call 302.656.4466  
for Technical Assistance**



## ***Guidelines for uploading files to our FTP Site***

The guidelines listed below are for the smooth transition of your job files to Farley Printing Co.

Before trying to upload/send to our FTP site, please compress (using Stuffit, WinZip, etc.) all your files into one folder. Transferring some files (especially fonts) without compressing them may lead to file corruption.

Please be aware that web browsers were not designed for file transfer (FTP). If you are attempting to transfer large files your browser *may* time-out.

### **Using an FTP Program (Fetch, WSFTP, SmartFTP, etc.)**

- ◆ Option 1: Address – ftp.farleyprinting.com  
Username and Password – “farleyftp”
- ◆ Option 2: If you plan to regularly upload and download files, please contact Customer Service at 302.656.4466, ext. 101 to ask that an account be set up. You will then be given a unique username and password for which you will have access to a protected folder on the server.

***Before trying to upload files to the FTP site, read the “Artwork Guidelines” on the other side for a smooth transition of your files to Farley Printing Company.***