SD SHERWIN DODGE
PRINTERS & MAILERS

365 Union Street
Littleton, NH 03561
(603) 444-6552
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files@sherwindodgeprinters.com

NEW GUIDELINES FOR SUBMISSION OF ARTWORK & DIGITAL FILES

We have recently upgraded our software in order to keep up with the ever-changing graphic design software offerings. While our customers can continue to prepare files as they have in the past, our new up-grades will allow us to accept PDF files directly from the newest version of Adobe Creative Suite and more accurately RIP transparencies from those programs. We have also upgraded our Microsoft software to be able to accept any PDF files from Microsoft Publisher.

+ If you wish to submit your own completed designs electronically email to: *files@sherwindodgeprinters.com*
  or you can burn your files to CD, DVD or USB stick drive and send to:
  Sherwin Dodge Printers, Inc., 365 Union Street, P.O. Box 481, Littleton, NH 03561

1. When submitting files, be sure to include all fonts, images and artwork.

2. Submit a laser or inkjet proof of the piece (preferably color) so we can check colors,fonts, etc.

3. We can accept files created in the following software:
   + Adobe InDesign - InDesign Creative Cloud or earlier
   + Adobe Illustrator & Photoshop - Illustrator and Photoshop Creative Cloud or earlier
   + Microsoft Publisher and Word documents ARE NOT meant to be used at commercial printers as they contain RGB colors and may involve additional fees to convert them to a usable format.

LAYOUT
+ Page layout needs to reflect finished size of piece. (ie: page size for a business card should be set up as 3.5 x 2 not 8.5 x 11)
+ 1/8" bleeds need to be included where applicable
+ Do not include computer generated fold marks, registration marks or color bars (we run all jobs through our PDF imposition software that will add these items automatically)

COLOR
+ For 4-color CMYK printing, photos must be CMYK, not RGB
+ Convert all spot colors to their CMYK equivalents

IMAGES
+ Photos need to be at least 300 dpi, 175 line screen at 100% of size used in document
+ Preferable file format is .tif
+ Do not use clipart or .wmf images unless they are converted to .eps files

PDF's
+ Please include native software files along with PDF's in the event any corrections or changes need to be made.
+ PDF's need to be high resolution CMYK composites. Use PDF/X-1 or PDF/X3 settings, include bleeds and crop marks, but do not include color bars.
+ Be sure to embed all fonts.

If you have any additional questions, please contact Kevin in Prepress at 603-444-6552 x.17

EFFECTIVE DATE: MAY 30, 2019