# ImageSet
## Smart marketing works.

# Common Errors
## How to avoid them and keep your files happy.

Although digital presses are more forgiving than offset presses, we still see many of these same problems in releasing files, which frequently result in missed deadlines and/or additional expenses. Here is a list of common mistakes.

### HARD COPY PROOF
If we don't know what it's supposed to look like, we can't tell if it prints wrong. Make the printout at 100% of finished size if possible or indicate scale size. For digitally transmitted files, send a fax or PDF with color mark-ups to show scoring, folding and binding. Even when working with a PDF, once the file is opened on a different computer, items can move, so a hard copy is best.

### COLORS
Save all files in CMYK color space. Make sure total density is no more than 320%.

### INADEQUATE BLEEDS
Please, let it bleed. We require a 1/8th inch bleed on all margins.

### INCORRECT PAGE SIZE SETTING
Make sure your document size is your trim size. It can't simply be scaled up or down to fit the page size.

### PAPER SIZE
When laying out your file remember our paper size is 12"x18" with a full bleed size of approximately 11"x17". A slight change in size could cut your cost.

### MISSING FONTS
Don't count on us to have your exact font – too many variations exist nowadays. Please send files with fonts embedded or saved as curves.

### MISSING OR UNLINKED GRAPHICS
With missing links, graphics on the page layout document will output in low-res or cannot be output at all.

### INCORRECT TRAPPING
Unlike offset presses, digital presses require no trapping.

### SETTING UP PAGE LAYOUTS
Leave the imposing to us! Our software automatically imposes to optimize the press sheet, so please send your files one-up.

### UNMARKED REVISIONS
Send only the files that have changed and give them a new name. If new support files or fonts are used, include them – and supply new lasers with changes clearly marked.

### MESSY FILES
Always clean files before releasing for output. Cluttered files are confusing, and increase the possibility of errors. Even an unused image or layer with no link can lead us to assume something is missing.

### MICROSOFT FILES
It is recommended to save these files as high resolution/printer PDF files with hard copy as a go-by.

### PROOF APPROVAL
We need to have an approval of a press proof before we proceed with a job. If we need to run a new file the minimum cost is $45 to re-rip the file to the press and print a new press proof.