



General Specifications

Online @ harmonyprints.com

Harmony Printing & Development

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Welcome to Harmony Printing and Development Company!

We are delighted to have you as a customer. This PDF is designed to cover requirements for file submission and general web heat-set printing requirements. Please let us know if there is anything at all we can do for you! Sit back and relax and enjoy our famous “customerized” service!

Pre-press Hardware/Software

- Both Mac and PC platforms used.
- All proofs are made on Epson large-format ink-jet plotters run to SWOP standard.
- All plates are Fuji plates imaged on a Screen/Fuji Platesetting device. The plates are thermal unbaked plates.
- Up-to-Date applications on all major Graphic Arts Professional software.
—Quark Xpress — Adobe Creative Suite —
- Please do not submit native files in any of the following applications:
—Microsoft Word, Office, Excel or PowerPoint — Corel Draw
PDF's from these applications are perfectly acceptable** *after test files are processed to assure viability of the files.*
- Please do not submit native files as single page documents or as individual tiff/eps files if at all possible (e.g. 32 separate single page files for a 32 page magazine).

Building Files for Submission

- All files should be built to the final trim size of the project. The trim size is the finished size of the project, i.e. a magazine with a trim size of 8 3/8 x 10 7/8 should not be submitted as an 8 1/2 x 11” document. It should be submitted as 8.375 x 10.875.
- Web printing requires a margin on all sides of at least .25” (1/4”) ** *Ask about gutter margins for perfect bound materials.*
- Bleed should extend off the page onto the pasteboard at least .125” (1/8”)
- Images/graphics used in the document should be CMYK tiff or eps. JPEG files will process, just remember that they are usually RGB —when those graphics hit the RIP for processing, they will be converted to CMYK with a generic profile on the fly. It does a fine job—but if color is a big concern—files should be converted before Harmony



Building Files for Submission continued

- receives the project, with Photoshop to allow for adjusting.
- Native file submission should include all fonts and graphics. See the application documentation on how to “collect” or “package” the project. Feel free to contact us directly if there is anything we can do to help.
 - As many pages as possible should be included in one native file. A 32 page magazine built in InDesign should have all 32 pages in one .idd file, not one file for one or two pages of the magazine. (Complete package = 1 document file, a fonts folder and a pictures/images folder)
 - Please use the Harmony job options file for making PDF files (available from your CSR).
 - PDF files can be submitted as single PDF of all pages or smaller groups of pages (as many pages per PDF as possible, please).
 - Crop/registration marks should be **omitted** from PDF files.
 - Please do not write PDF files directly from Quark 6.5 or below. Please write a Postscript file and distill that directly through Adobe Acrobat Distiller using the Harmony job options.

Submitting Projects Via: Media/E-Mail/FTP

- Files may be submitted via: CD, DVD, FTP or in some instances, E-Mail.
- When using the FTP site please let the customer service representative know when the upload is complete or e-mail prep@harmonyprints.com
- Please remember that Macs need to use an FTP utility to upload files. However, they can download directly from a browser.
 - *PC users can up- or down- load directly from their browser.
- A unique user name and password can be set up on the FTP site for a private folder.
- Files under 6 MB, such as PDFs or missing elements can to be e-mailed directly to the CSR.



General Press Specs

- Do not use registration color in your document. It exceeds the amount of total ink-coverage allotted in web printing.
- Harmony follows Standard Web Off-set Printing specifications. (SWOP).
- Images should not exceed 296% total ink coverage.
- Dot gain on press varies from 10 to 25% depending on the paper.
- Please remember the .25” margins and .125” bleed for optimal press quality.
- Images/graphics that need to hold detail should not have a hi-light below 5% or a shadow dot over 94%. This is only in the areas that are to maintain detail.
- Do not use 4 color black type, especially small type. This is hard to register on the press. If a rich back is desired, use 100% black and 20-40% cyan.

Coming For a Press/Bindery Check

Harmony is always happy to have our customers in the plant for press/bindery checks and plant tours. Because we care, we adhere to strict safety guidelines for our employees as well as our customers.

Please be aware of the following when coming for a press or bindery check.

- Close toed shoes are required. No sandals, flip-flops or open-toed shoes are permitted.
- All long hair will need to be tied back when at the press or bindery equipment.
- Long dresses and loose clothing/jewelry can be very dangerous around moving equipment. Please wear appropriate clothing and be able to take jewelry off if necessary.
- Customer Service will stay in contact to give information for arrival to see the forms/signatures that are being printed.
- When multiple people attend a press check, please decide who will speak for the group and who will give the instructions. It is important for the press operator to have direction from only one person.

If there are any questions at all about safety guidelines please contact us and we will be happy to go over all aspects and answer any questions.



Furnished Inserts and/or Cards

- Contact the CSR prior to production of a furnished insert.
- Submitting a blueline or mock-up is encouraged to assure it conforms to all the other printing requirements of the project.
- All reply cards must bulk to meet postal regulations.
- **Minimum stock weight for inserts is 60# book.**
- Inserts/cards should be received at HPC in good condition (no curled edges, bent corners, etc.)
- **Inserts/cards should arrive 7 working days prior to binding date.**
- Quantities needed are the total press run plus 3%.
- Minimum weight for blow in cards is 10 pt. Cards can be on lighter stock but will affect run speeds that will result in an up-charge.

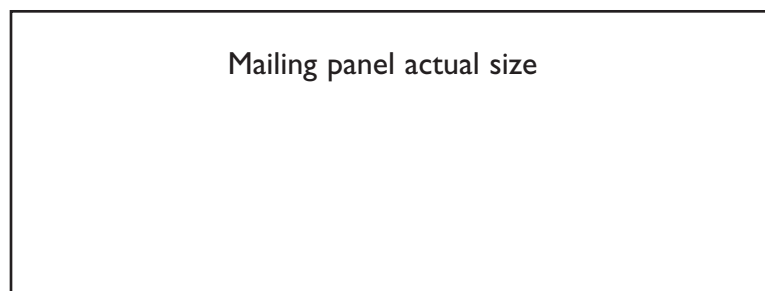
Mailing

The following specifications conform to United States Postal Service requirements and are based on the DMM (Domestic Mail Manual). Variations to these specifications should be discussed with your CSR to ensure compliance and avoid additional charges.

Properly prepared mailing lists are essential for fast, efficient mailing operations and movement through the Postal System. Supplied mailing labels (cheshire) for application by HPC must meet certain specifications. Contact your CSR for these requirements.

Panel Size and Color for Ink-Jet

- All panels must be at least 4" x 1.5".
- Ghosted images behind the panel must be screened back to no more than 7% image.
- Feathered images should begin after the 4" x 1.5"





Mail Panel Placement

The position of the panel is very important to the production of the job. Please feel free to discuss these options with our mail specialists or CSR's. They can advise as to the best possible location of panel depending on the type of project.

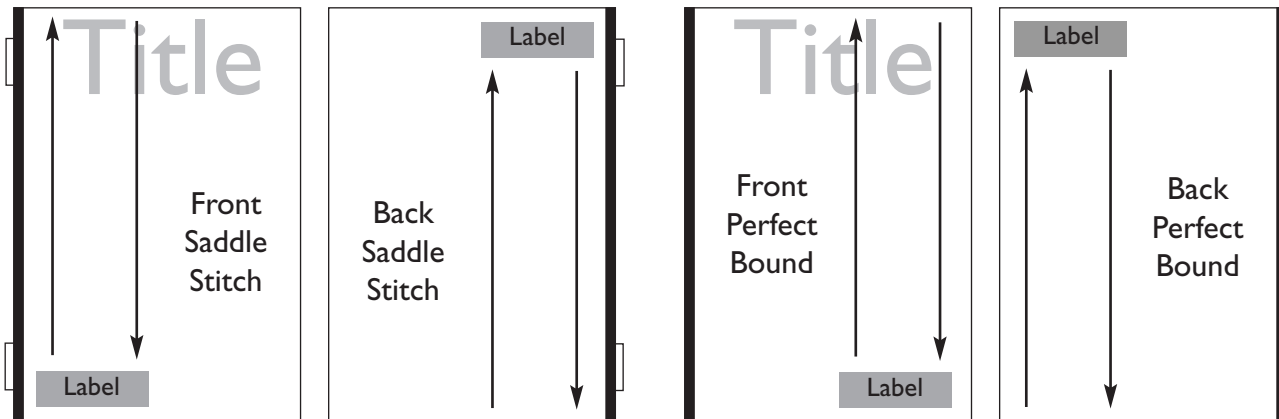
Front/Back Cover-- Saddle Stitched

Preferred position is parallel to the bottom-trimmed edge of the publication, running anywhere along the spine. This method is best with both in-line and off-line mailing.

Front/Back Cover-- Perfect Bound

Preferred position is parallel to the bottom-trimmed edge of the publication, running anywhere opposite the spine. This method is best with both in-line and off-line mailing.

Positions can be altered slightly, but must be at least .25" from all edges.





VISa Overview (Very Important Stuff-again)

- Have all supplied materials checked and verified by HPC before printing the rest of the project to assure that all the pieces will go together perfectly.
- Call ahead of time to get postal specifications on reply cards or tip-ons before the job arrives to insure that the project will mail properly.
- HPC requires live area be 1/4" from the trim and bleeds be 1/8" over trim.
- **Do NOT set up pages for 8.5 x 11 if the trim size is 8 1/4 x 10 7/8. Be sure document set-up is used to enter the exact trim size (i.e. 8.25 x 10.875). This will insure bleeds and live area will be within specifications.**
- **Do NOT send PDF files generated for screen viewing.**
- Do NOT use 4-color black. Use Rich black (100% black, 20-40% cyan) when a dark black is needed. HPC does recognize that there are instances when this cannot be controlled due to supplied graphics/materials. Please be aware that 4/c black can have registration issues.
- Send test files before the first live job or whenever page count, designer, layout, etc. are changed to scout out potential issues.
- **Do NOT use spaces to line up letters or objects. Use the tab and indent features of Quark or InDesign.**
- **Do NOT forget that PMS colors differ slightly from program to program. Be sure to build colors from the Pantone™ Process Separation booklet to get exact screen value breakdowns.**
- **Do NOT use GIF graphics. Always use EPS or TIFF. JPEG Files are okay, however, be sure the resolution will support the image size.**
- Delete all items (boxes, graphics, text, etc.) left out in the pasteboard area. The layout program will still call for the graphics or fonts lying out there, even though they are not needed to generate the project. This slows everything down.
- **Do NOT use registration color. This color is in the palette for making registration marks or special information that should appear on each separation. Registration color is 100% of each cyan, magenta, yellow and black. This exceeds press acceptable ink coverage and will have to be modified before going to press.**
- Take advantage of the FTP site.
- Use the program's built-in features to collect the job. Quark and InDesign can collect all links and fonts.



Chart of Decimal Equivalents

$1/32$ _____ .03125

$17/32$ _____ .53125

$1/16$ _____ .0625

$9/16$ _____ .5625

$3/32$ _____ .09375

$19/32$ _____ .59375

$1/8$ _____ .125

$5/8$ _____ .625

$5/32$ _____ .15625

$21/32$ _____ .65625

$3/16$ _____ .1875

$11/16$ _____ .6875

$7/32$ _____ .21875

$23/32$ _____ .71875

$1/4$ _____ .25

$3/4$ _____ .75

$9/32$ _____ .28125

$25/32$ _____ .78125

$15/16$ _____ .3125

$13/16$ _____ .8125

$11/32$ _____ .34375

$27/32$ _____ .84375

$3/8$ _____ .375

$7/8$ _____ .875

$13/32$ _____ .40625

$29/32$ _____ .90625

$7/16$ _____ .4375

$15/16$ _____ .9375

$15/32$ _____ .46875

$31/32$ _____ .96875

$1/2$ _____ .50