

HOW to OVERCOME COMMON PREPRESS ISSUES



PREPRESS PROBLEMS CAN CAUSE HEADACHES AND COST YOU EXTRA MONEY DURING PRODUCTION. THE GOOD NEWS IS MOST OF THESE PROBLEMS ARE EASILY PREVENTABLE IF YOU KNOW WHAT TO LOOK FOR.

The most common prepress file problems are:

1. *Fonts*: sending page files without correct fonts included—which can happen when there are conflicting fonts, prohibiting font rights, or older fonts—can cause reflow problems and font substitution.
2. *Links*: files sent with missing or low-resolution images reproduce with a bitmapped look.
3. *Graphics in RGB mode*: while many PostScript applications automatically replace RGB images or files with CMYK, the color balance is usually sub par. It is best to adjust the color mode in the native application.
4. *Spot colors*: using too many spot colors or forgetting to change spot colors to process can delay a file.

Simply preflighting your page files can eliminate most of these problems. Publishers can use the preflighting software of their choice at the page stage, and even page-layout applications generally have some way to double check your fonts, color mode, and links. Now, many send pages to their printer as PDFs, and Adobe Acrobat 7 has a feature that automatically preflights the file as the document is created. PitStop, by Enfocus, is a recommended plug-in for older versions of Acrobat. We also can supply instructions for preflighting files and creating PDFs which, when followed, will eliminate most prepress challenges.

Your Desktop Service Representative at Publishers Press can help you determine the best system for your company to eliminate these issues and get your publication printed without a hitch.