

HOW to CHOOSE A PREPRESS WORKFLOW



PUBLISHERS PRESS OFFERS A GREAT DEAL OF FLEXIBILITY WHEN IT COMES TO THE PRODUCTION OF YOUR MAGAZINES. YOU ARE FREE IN MANY CASES TO CHOOSE THE OPTION THAT IS THE BEST FIT FOR YOUR COMPANY. ONE SUCH CHOICE IS YOUR PREPRESS WORKFLOW.

Publishers Press can process files in a variety of formats, so it is up to customers to determine the preferred workflow. Initially, a company must decide on the page-layout application that will be used to create the magazine. Most of our customers use either QuarkXPress or InDesign. This decision is generally based on experience with the programs or cost. Publishers Press does not recommend a particular program and can process files from most page-layout applications.

Once the pages are created, you can choose to send files in any of the following formats:

- Native file from the page application (must include supporting art files and fonts) such as Adobe InDesign or QuarkXPress.
- PostScript files
- Portable Document Format (PDF) files
- Desktop Color Separation (DCS)
- Tagged Image File Format/Image Technology (TIFF/IT) files

If you choose to send native page

files, the processing is going to be more expensive because Publishers Press has more production steps on our end. When creating PDFs and PostScript files, it is best to use settings in keeping with the industry standards, which can be found in the Publishers Press Prepress Solutions Guide.

PDFs are the most common files sent by Publishers Press customers because they can be sent straight to imposition without extra processing. Proofs can be viewed for PDF, page, and PostScript files, though only page and PostScript files can be sent with low-resolution images and merged later in the process with the high-resolution files. TIFF/IT and DCS files have the advantage of processing speed because they require fewer steps on our end, though they can be sent only with high-resolution images, and proofs cannot be viewed for them.

For more information about your prepress operations, please contact your Regional Sales manager or Print Specialist at Publishers Press.