

## Prepress/Graphic Specifications

This guide is provided to give our customers some basic rules to follow when preparing files to be printed at GCI. Following these guidelines will improve the printability of your job(s) and allow the customer, designer and offset printer to work as partners.

2020v4

### Recommended File Format: Adobe Illustrator CC

(including all fonts and images as links)

Ideally, please submit a live AI file AND a PDF to confirm there is no font reflow. **Other Accepted File Formats:** Adobe InDesign, Adobe Acrobat Editable PDF

AI files with live fonts and links allows for any customer requested copy, color and/or layout changes. If fonts are outlined, or images are embedded, requested edits may not be able to be completed on time, or at all.

### Copy:

Min Positive Type: 4pt  
Min Reverse Type: 5pt; 7pt multi-color  
Min Positive Line: .003" (.25pt)  
Min Reverse Line: .006" (.5pt)  
Min Metallic Type or Line: .006"

### Color:

Min Dot %: 1%  
Max Dot %: 99%  
Max # of Colors: UV inks = 7; Conventional inks = 8  
Max # of Decks: 9  
(8 color + 1 coating or 7 color + 2 coating)  
Max Density/TAC: 300%

### Image:

Mode: CMYK  
Resolution: 300dpi (at physical size to be printed)  
Format: PSD, TIFF, EPS  
Build: Layered PS files, preferred  
Size/Dimensions: As used on file, or larger

### Layout:

Bleed: .125" (1/8")  
Rollover: .03125" (1/32")  
Copy Limit (Print to Cut Tolerance): .0625" (1/16")  
Min Trap: .004" (including metallic inks)  
Max Trap: .008"  
Holdback/Cutback/Pullback: .002"  
Min Barcode Size: 80%  
Barcode BWR: .001"

### Final Files (for separators only):

AI (live/native), PDF 1.6 or PDFx1-a

### Foil Stamping:

Min Type: 6pt  
Min Line: .006" (.5pt)  
Trapping: .006"

### Plating:

150 -175 lpi  
Euclidean Dot

### Contact:

graphics@generalconverting.com

### File Transfer:

We can accept any file transfer link to the contact listed above.  
Exp: WeTransfer, HighTail, DropBox, OneDrive

### FTP Info:

ftp.corp.generalconverting.com  
User Name = gciftp  
Password = @gcuser

### Miscellaneous Info:

**Barcodes** - format and numbers to be specified by the customer, GCI will insert final code for UPC and EAN.

FNSKU, QR, or specialty codes will be used as supplied by customer.

**Coating/Varnish** - identify if any areas (Date Code, Best By, Lot Code, Valentines To/From, etc) need to have the coating knocked out.

**Color Targets** - if you want to match color, provide a sample to match. This should be submitted as early as possible, prior to job printing, and can be a previously printed sample, agency printed photo, swatch, etc.

**Drawdowns** - any new PMS or Spot Color will have an ink drawdown/swatch created on the substrate that will be printed. Customer will need to approve drawdowns prior to printing.

**Final Files\*\*** - let GCI know if you would like your final files sent to you after the job has been produced.

**Foil or Emboss** - on supplied files, show areas to be foil stamped or embossed as a separate labeled layer.

**GOE Colors** - will not be used as GOE is no longer supported by Pantone.

**PMS/Spot Colors** - colors should be accurately identified by PMS number and/or name.

**Proofs** - color calibrated, contract proofs will be sent for each new job approval, unless otherwise specified. These proofs are for content, layout, and process color match only. (PMS or Spot colors will be matched to the approved drawdown on press.)

Epson calibrated to GRACoL2006

**Rich Black Build - C50 / M40 / Y40 / K100**

**Separations** - each color used/printed is it's own separation and should be noted as such. (If six colors are used in the job, there should be six separations.) Number of separations may not exceed Max # of Colors.

**Screened Copy** - any single color screened copy may lose crisp appearance if below 7pt

**Single/Common Knife** - impressions may nest/touch when printed, check to see if your graphics will need any modifications for single knife cutting.

### Turn Times (business days)\*:

New Submission = 3 days  
Revisions = 2 days  
Proof = 2 days

\*These are average times and may vary depending on the type or volume of files supplied by customer.

\*\*note: files may be purged after three (3) years / 36 months