

Plate Ready Art Guidelines

- File Transfer. All files can be sent via CD, DVD, Zip100 or Zip250, Flash drives, Email or FTP (see RSA Email and FTP Guidelines).
Order forms must indicate if we are getting files from Email or FTP. All FTP info must be given on order, email, or fax. If the FTP info is not with the order form, please indicate how we are getting this info.
- Plate Ready = Plate Ready. A plate ready file must have ALL work done to it. All trapping, stepping, distorting, tags, color indicators, density blocks, bearer bars and registration marks. If you want it on your plate, it needs to be done before the file is sent. **DO NOT APPLY CUTBACKS TO SCREENS.**
All fonts **MUST** be converted to curves or outlines (paths). If the file includes linked or embedded files, ALL fonts on those files **MUST** be converted.
Quark XPress: Any type set in Quark can not be converted to outlines. In this case, those fonts **MUST** be sent with the job.
If a Quark job is not distorted, the file and order must indicate as such and we must be given your tooth size to distort to.
- All files and orders must indicate that the art is distorted. (See Quark above).
- Files and orders must indicate line screen.
- Cutbacks: Art files for Plate Ready should NOT have any cutbacks applied. Cutbacks are applied at time of output. A calibration is selected according to the appropriate cutback per customer.
- Plate Ready files will not be checked for correct trapping, stepping, distorting etc.
- Files we need to spend any amount of time on are not considered Plate Ready and are subject to additional prep time and charges.
- RS&A recommends that all Plate Ready art be checked by printing SEPARATIONS (not composite) to a inkjet or laser printer.
- Color Palettes should only include the colors used on the job. (Some applications will not let you delete certain colors). All other colors should be removed.
- File should not include any graphics that are not to print. (Only exception is dielines and special instructions. Dielines and instructions should be in a color indicated to not print such as a "Dieline" color. Be sure that all dielines are set to overprint. Special instructions can include "DISTORTED"; "print this color/colors"; "do not print this color"; etc. Any notes or graphics you do not want to image on your plate should be in a color other than what you are printing. Do not use "Registration" color for anything you do not want on your plate. Example: If the word "Distorted" is in the Registration color, it will image on all plates.
- Layers: If there is art on a layer that does not print, delete the art and/or the layer. If you are using layers for multiple versions of a label, be sure to indicate this on the art and the job order.
- RS&A will accept Plate Ready files in the following graphics applications.
Adobe Illustrator, InDesign, Acrobat (PDF), Freehand, Quark XPress, ArtPro, and CorelDraw (pc).
See www.rsa-incorporated.com for up to date list of applications and version numbers.