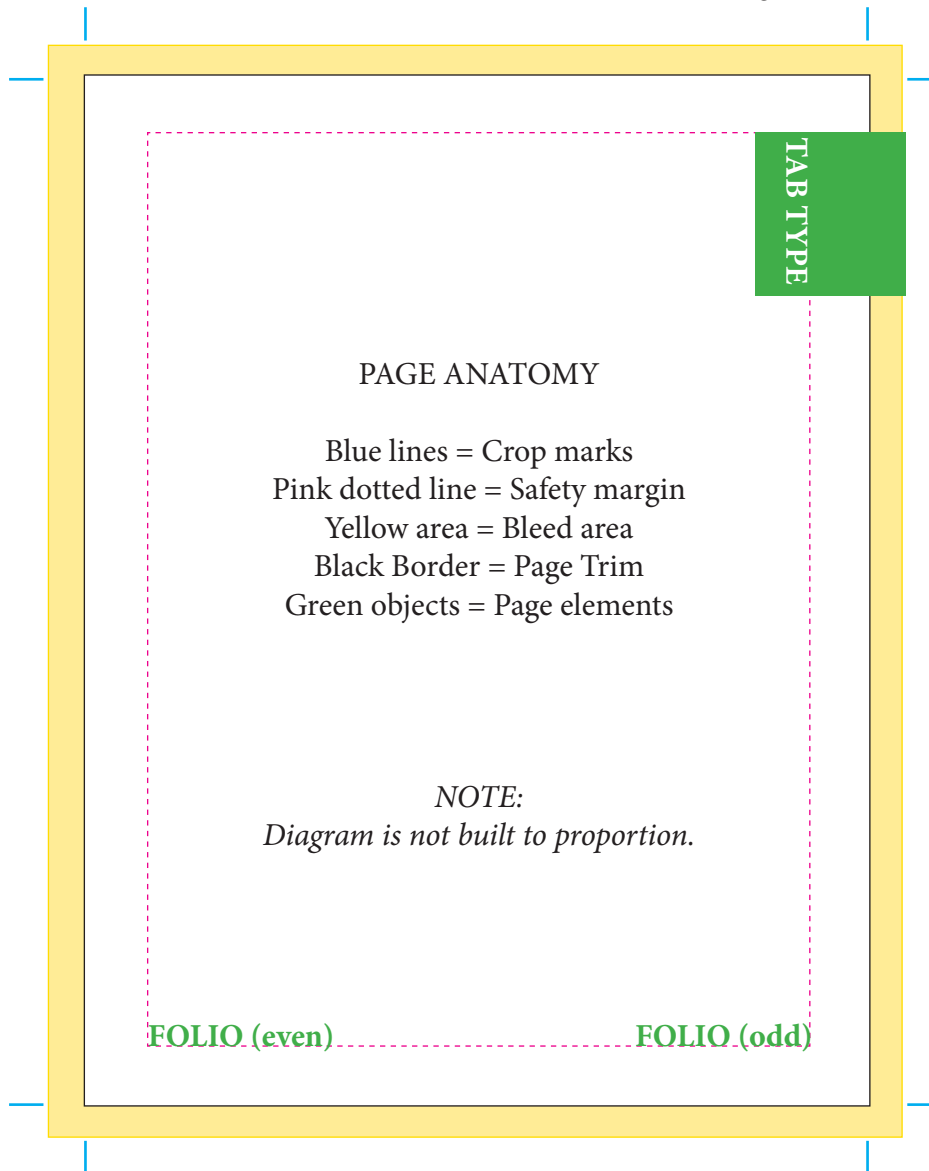




Kodak InSite Designer Quick Reference

This guide was created to address some common page layout problems that can delay the finished title. Please pass this on to your designer — we hope they will find this quick guide useful!

- **CJK requires print-ready PDF files for production.** PDFs containing step-by-step instructions of our preferred PDF creation settings from a variety of programs can be emailed, found on our website (cjkusa.com) or InSite Learning Center. Exporting PDFs from layouts is available only as a specialized service. If layouts must be submitted for CJK to export PDFs, please make sure that you have gathered all fonts and images that are used in the document.
- **CJK works in inch-based measurements**, so files submitted to CJK should be set up accordingly. If files are being converted from another measurement system (metric), please alert your CSR.
- **We ask that you keep all essential type (headlines, folios, tab type, etc.) .1875” inside trim.** The safety margin is purely a reference, and should never be drawn on the page. Type too close to trim may wind up being trimmed.
- **Preferred image resolution is 300 dpi.** Images above 300 dpi may be compressed down to 300 dpi at the customer’s discretion. Images under 150 dpi will be flagged on InSite.
- **All process color jobs should be in CMYK format. Non-process jobs (spot color work, gray scale) should have correct inks and color breakdown per quote.** Incorrect color formatting (RGB, LAB, PMS Spot color in process work, CMYK instead of true spot/greyscale) will be flagged as incorrect on InSite. To avoid confusion, notify your CSR if you want to give us a blanket order to convert all color to CMYK.



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- **NEVER use registration black** (Spot color All - 400% black) as a color in any artwork, as this is reserved for press marks. This is not easily detected on our end, but if found, it will stop your job.
- Crop marks in PDFs should be offset .125” or more away from trim. This means that crops should start where bleed ends. If crop marks are less than .125” from trim, it could possibly wind up in art after final trim.
- Any art that touches trim should have .125” of bleed. Bleed is extra art area going over the edge of trim.
- If there are any bindery reference objects (perf lines, die cuts) included in the layout, please color these in a spot color called DIE-LINE.

We are more than happy to assist you so your files will have a smooth ride through preflight. If you have any questions or problems, please contact your CSR who will put you in touch with the Electronic Prepress Department (EPP).