McNaughton & Gunn
PrePress Requirements

McNaughton & Gunn uses Prinergy Workflow which allows us to process PDF files fast and efficiently from Preflight to Plate. In order for the process to work, we require good PDF files. A good PDF file is one created using a High Quality Print and/or Press Quality Job Options setting. These settings include no downsampling below 300 dpi of your images and font embedding.

With text PDFs, we need them to be single pages, not spreads, no tick or registration marks & if there are items that bleed off the page, we need the bleed set to .125". In an effort to ensure nothing gets cut off, we ask that you keep items at least .1875" from trim. This includes folios, type in bleed tabs and any items that are not supposed to bleed. A single PDF file with all pages is prefered. However, if this is not possible, make sure that each PDF is labeled correctly to ensure proper order of pages. Lower resolution images, below 200 dpi, will be flagged & questioned. If you are aware of lower resolution images and would like them to print as is, please let your Account Representative know. Please make sure that all of your fonts are embedded, either fully or Subset. (If they are embedded subset, making corrections may be difficult as only the fonts used are embedded.) This ensures what you see on your end will print correctly on ours. If you have difficulties embedding fonts, there may be a licensing restriction. If this is the case, you can choose a different font, convert to the font to outlines (in InDesign) or contact the vendor of the font.

If you are printing the text in color, we prefer a PDF set up using Pantone+ Solid (Coated or Uncoated), Pantone+ Metallic or Pantone+ Pastels and Neons. These colors usually have a 3 or 4 digit number. (Pantone 185 Red, Pantone 2617 Purple.) (When creating your PDF, make sure that the colors remain unchanged, do not convert them.) Please make sure any graphics used are created using this color as well. If you have trouble setting up your graphics using PMS colors, you can set up the files using Cyan or Magenta. If doing this, you need to indicate what PMS color Cyan or Magenta represents.

Halftone images can be tricky and are often a cause of concern. As a general rule, 87% black in the shadow areas & 3% in the highlight areas print well on white paper and on all of our presses here. However, keep in mind that Web presses have a tendency to have more dot gain and print darker than sheetfed. The mid-tones of an image are better with more contrast, than with continous tones. Without contrast, an image becomes 'muddy' and hard to read. Natural papers soak up more of the ink & water which causes images to become dark & 'muddy' as well as not having the natural contrast of white paper.

We prefer to receive cover PDFs as a single component rather than separated into a front cover, spine & back cover. Please use our spine bulk calculator on our website & select the cover layout tempate that fits your style of book. The same rules apply with regard to image resolution, bleed & font embedding. As well as keeping non-bleeding items .1875" from trim. Be sure that your cover is created using CMYK colors or Pantone+ Solid, Metallic or Pastels & Neons. If you want to run the cover as PMS colors make sure they are spot colors and not trapped CMYK.

Inserts are to be positioned between signatures in 8 page increments. Depending on the page count and press, there could be 48, 32, 24, 16 & 8 page signatures. If you are unsure or placement isn't critical, let your Account Rep know a general area (toward the front, middle or back of the book.) If it is critical, contact your Account Rep to find out the best position before submitting your final PDF. There can be additional charges if signatures have to be broken up.

Feel free to contact your Account Representative or our Preflight Specialist, Tiffany Voorhees 734.429.8717 with any questions.