

How to deliver digital files

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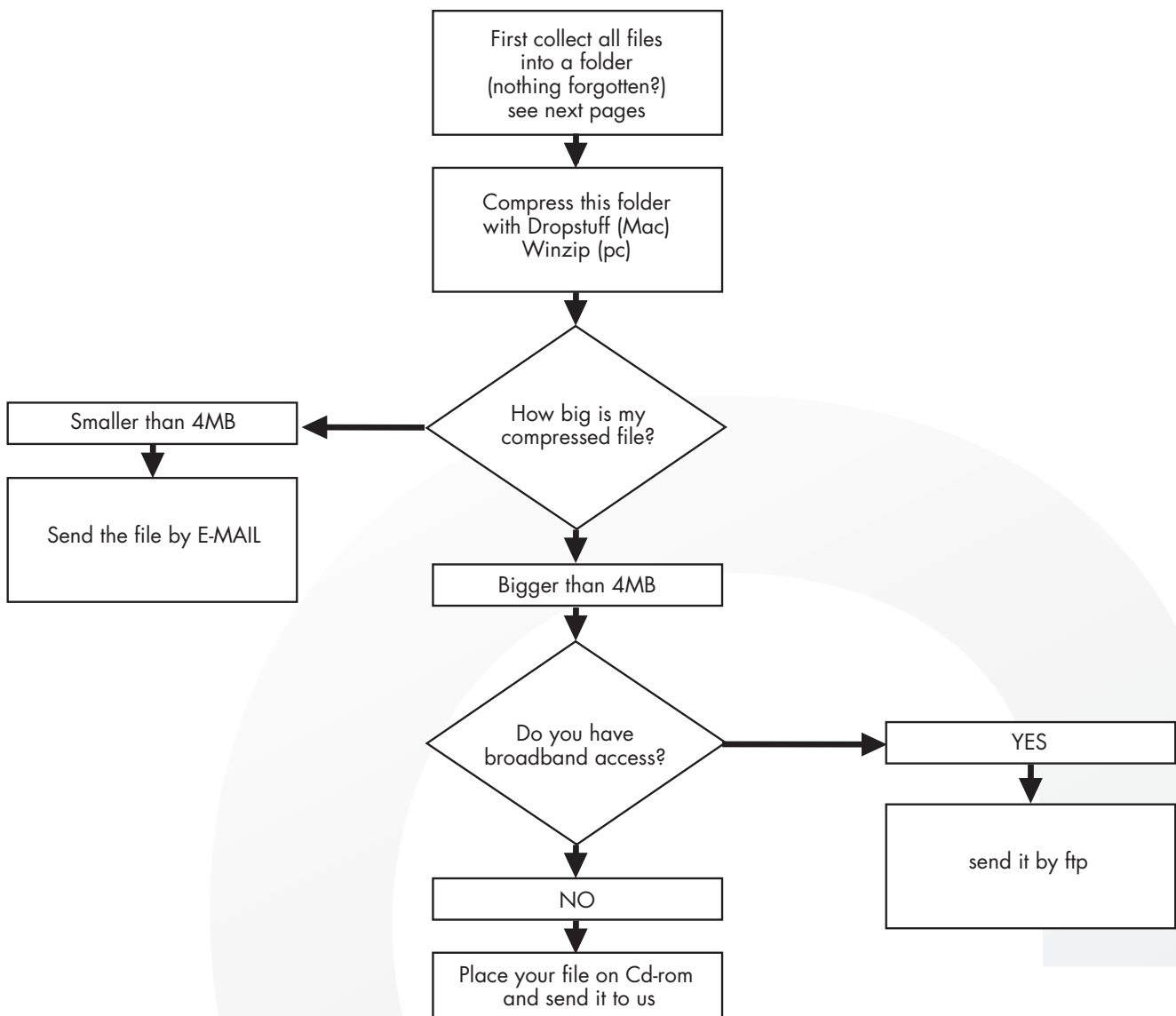
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Do you want to send digital files to Athena graphics?

The flowchart below will assist you

On the next pages you find more information about the requirements of your data and about the way you can send them.



Which files should be delivered? Which requirements do they have to meet?



**HIGH
5**

1 FILES

The files contain the layout, the illustrations and the images.
Make sure the delivered file is the same version as the approved print.

2 ILLUSTRATIONS

All illustrations must be enclosed,
with the same name as the links in the file.

3 IMAGES

All images should be enclosed, with the same name
as the links in the file and must be of sufficient
resolution size (dpi).

4 FONTS

All used fonts must be delivered separately
OR converted into outline.

5 EXTENSIONS

All special plugins & extensions should be delivered
OR they will be converted in image or vectors.

Deliver in pdf

It is recommended to deliver native layout files (dtp-software) in case that modifications must be made to layout and text.

Mac: Adobe Illustrator CS5 - Artpro 10.1 - Photoshop CS5 - Indesign CS5

Esko: PackEdge 10.1 - Plato 10.1

In other cases, pdf (1.6) is the best format of choice, provided this matches our quality requirements. As a general standard, we support the 'Packaging Baseline v1' profile. For this, please refer to the manual of your layout software. We are happy to swiftly help you on your way with our concise guidelines on "How to deliver in pdf" and "How to deliver as a ready-to-image pdf". Any further questions, please contact us.

For further file specifications, see page 6.

Compress

Always make sure you compress your files when digitally sending your files to us. This will prevent your files from being damaged during transmission and will help cut down transmission times. Stuffit: www.alladinsys.com (Mac) - Winzip: www.winzip.com (pc)

Please provide us with clear details

Each day, hundreds of files are sent to Athena Graphics by ftp, e-mail,...

In order to enable us to swiftly process your orders, we need a minimum of administrative details.

To assist you, we have included a standard from which you can fax back to us or send it by e-mail together with your files to be processed.

Please provide us with an original

Errors cannot always be avoided whilst processing your order (font problems, conversion,...).

To enable us to run a full-proof check whilst processing your order, it is important that we have an original (latest version!).

The only way for us to have an original is for you to provide us with a print-out or a good quality pdf.

In all cases, we supply colourfast proofs which may not always match your model or draft. If your model is to be strictly followed, please send this to us.

How to send?

FTP

If you only send occasionally, please contact us first at +32 (0)51 22 69 66
If you send files on a regular base, we will make your own folder and password.
After sending, please do not forget to notify us using the accompanying form.

Our ftp address is:

[ftp.athena-graphics.be](ftp://ftp.athena-graphics.be)

MAIL

In order to process your job, it is important for us to have the following details:

- your contact at Athena Graphics;
- your customer (the printer or the final customer).

If you know who your contact at Athena Graphics is, please make sure you send a copy of the e-mail to this person.

General address Athena Graphics:

info@athena-graphics.be



ACCOMPANYING FORM "DIGITAL DELIVERY"

Dear customer,

The digital delivery of files has become a widely used method of operation. In order to enable us to process your order as swiftly as possible, it is important however for us to have the relevant information provided to us accurately and in full.

May we therefore ask you to fill in the enclosed accompanying form, each time you send us files.

You can also ask your layout or design agency to do this. The digital form is also available on www.athena-graphics.be. Ideally, please also provide us with an original printout or pdf to avoid any problems. If you have an approved proof which you would like to be strictly observed by Athena, please send us this as well.

Reference:

Printer:

Originating from:

Intended for:
Athena graphics
Contact person:

Contact person:

Address:

Phone number:

Email:

Description of the digital files:

Correct name of the folder/file sent

Send by

ftp email CD

Enclosed material:

Print of designer Printed models Digital proofing: pdf, jpg,...

Sended

By post Delivered To be collected Digital through

Date:

File specifications

min. positive textsize	5pt
min. negative textsize	6pt
min. positive linesize	0,2mm
min.negative linesize	0.25 mm
outline:	minimum 0.3 mm
trapping	0,2 – 0,3mm
screen work	107 Lpi
screens	do not use screens below 6%, blends: 6% to 100%
Scans:	min. 300dpi for grayscale and colour images, min. 600dpi for linework (both at 100% scale)
text	All text should be outlined. Avoid small picture elements like texts, lines, ... thin detailed characters can easily be damaged on the printing plate. If using negative type, use a bold face instead of the regular Small picture elements or texts don't knock out in multiple colours, small types don't knock out in screened areas. Do not put small types in screened areas of about the same colour.
barcode	in printing direction and restricted to 1 colour, should be placed at 100%
colours	max. 8 (varnishes and white included) Try to use 100% pantone values as much as possible for better printing results.
to be provided	all used fonts and imported images

Delivering files by ftp

A. On PC

1. ftp client software on the internet

To send files by ftp, you need to use an ftp software (known as a client).

Various ftp clients are available on the internet for free. In this manual, we are using FileZilla, a freeware (<http://filezilla.sourceforge.net/>)

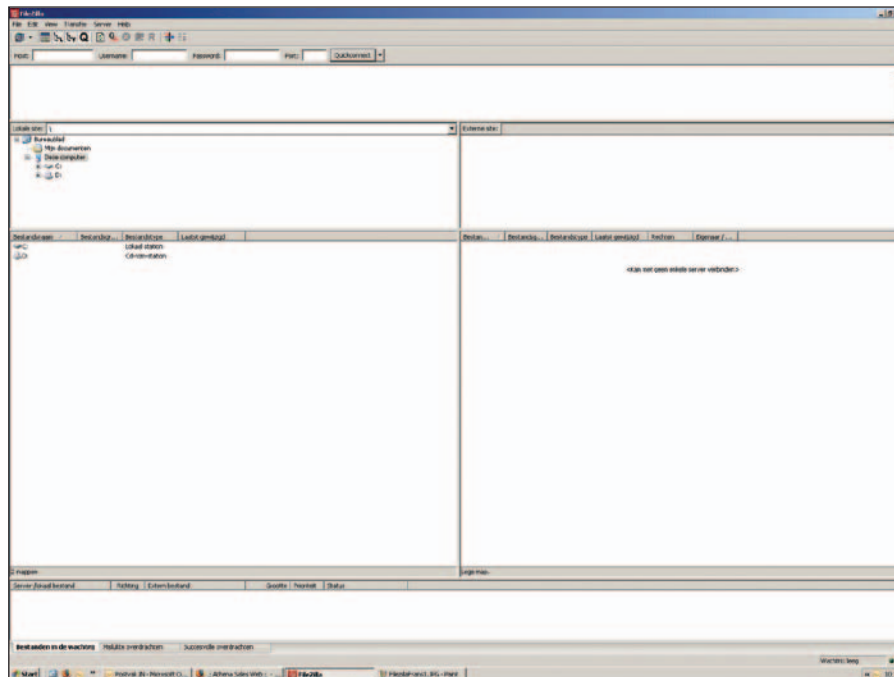
2. Connect to our ftp server

The host name of Athena's ftp server is: ftp.athena-graphics.be.

a. Create a new ftp connection in FileZilla.



b. Fill in the ftp server details as shown below and press Connect:



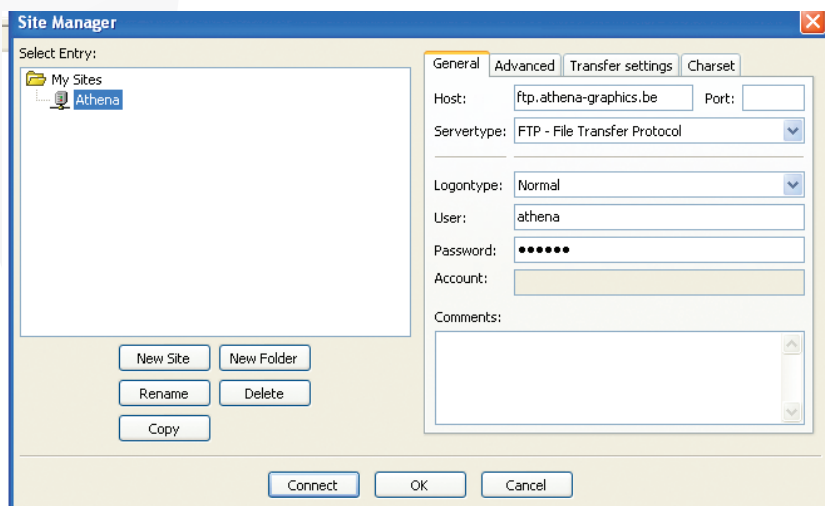
User: athena
Password: guest

If you have been provided with a login and a password by our order assignee to log into our server, please use these.

3. Send your files to our ftp server.

You can now drag files from your hard disk (left) to our ftp server (right).

Please note: only send in .zip (pc files) or .sit (Mac files) or pdf files to the ftp server.



Delivering files by ftp

B. On Mac (OS X 10.X)

1. ftp Client software.

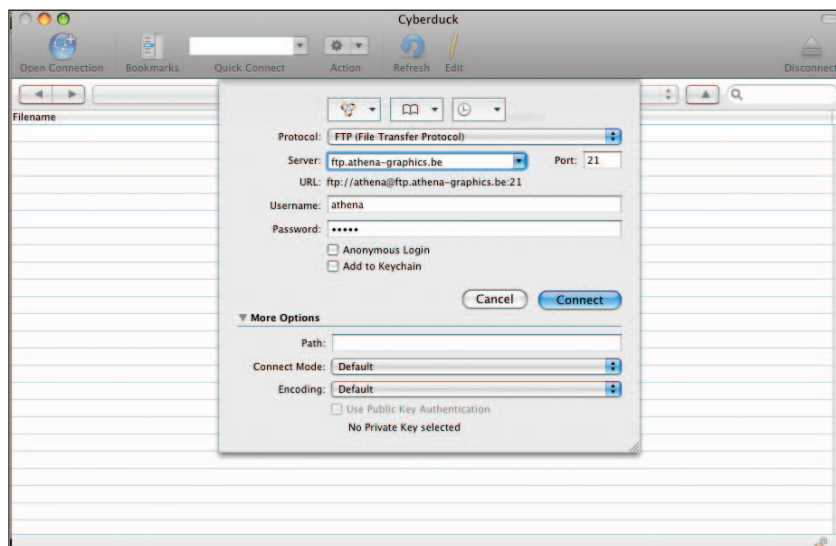
To send files by ftp, you need to use an ftp software (known as a client).

Various ftp clients are available on the internet for free. In this manual, we are using the Cyberduck freeware (<http://cyberduck.ch/>)

2. Connect to our ftp server.

The host name of Athena's ftp server is: ftp.athena-graphics.be.

To create a new connection with the ftp server, click the new connection and fill in the details as shown below:



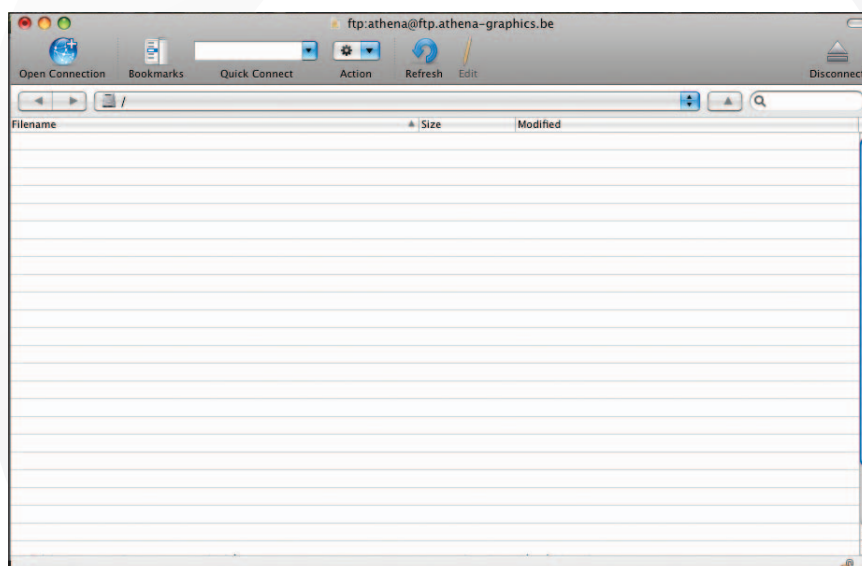
User: athena
Password: guest

If you have been provided with a login and a password by our order assignee to log into our server, please use these.

3. Send your files.

Once the connection has been established, you can drag files from the finder to the Cyberduck window. These files are then immediately sent on to our ftp server.

Please note: only send in .zip (pc files) or .sit (Mac files) or pdf files to the ftp server.



Delivering files by ftp

C. Problems

As many businesses have put in place a good security device with firewalls and such, you may have difficulty connecting to an ftp server.

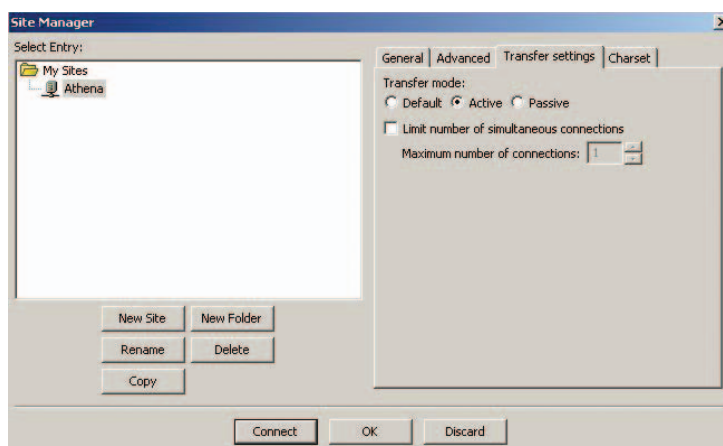
1. Active versus Passive mode (PASV)

As some firewalls limit the use of active and / or passive mode, it can occur that you may have difficulties connecting, please try and change this mode in your ftp client software. You can try to change this mode in your ftp client software at connection problems.

a. Filezilla. (pc)

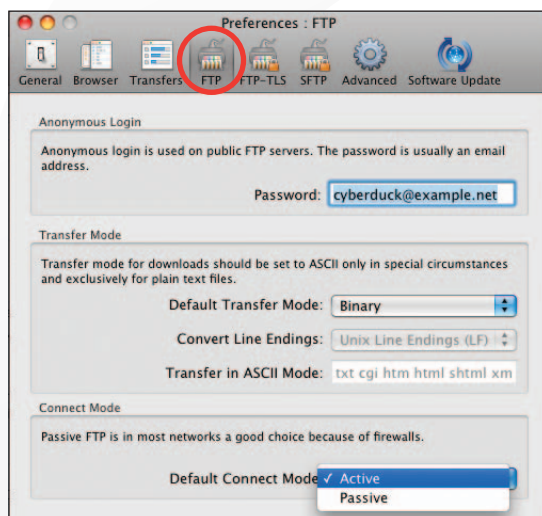
In Filezilla, click the Transfer settings button in the dialogue window where you would normally establish your connection.

The next dialogue window you will enable you to switch the mode to active.



b. Cyberduck. (Mac)

In Cyberduck, switch to Active in the Cyberduck preferences (under the Cyberduck menu)



2. Contact Athena Graphics IT staff

If you are encountering persistent problems connecting to our ftp server, please contact your order assignee who will put you in touch with Athena Graphics IT staff.

They will help you resolve your problem as quickly as possible. Please make sure you keep any error messages displayed by your ftp software close to hand.