

## LETTERPRESS FILE PREP

Modern letterpress printing utilizes photopolymer plates as the vehicle for transferring ink and impression to paper. The photopolymer plate and its supporting aluminum base together comprise a type high dimension of 0.918" which is an exact match for the type slugs measure of days gone by. Bad Dog Letterpress chooses to have our plates produced by BoxCar Press in Syracuse, New York. Their process and quality control is legendary and they're not half bad on the customer service front.

To prepare proper 'press quality' PDF files for photopolymer plates - follow these guidelines.

### **Adobe Illustrator (AI)**

- no line art (stroke) which is less than 0.35 pt in thickness
- outline all fonts
- convert any non-constructed images to grayscale (discard color) and then bitmap (set output res to 600-1200 dpi and output threshold to 50%)
- all type and images must be 100% CMYK Black (and confirm that your Adobe Distiller is not set to convert to RGB colors)
- embed all imported images
- save in 'press quality' PDF format

### **Send Files To:**

mfreeman51@gmail.com