

Alberta Thoroughbred acceptable file formats for Camera Ready Ads.

The software that the Alberta Thoroughbred uses accepts only the following file formats:

- bitmap formats such as TIFF, GIF, JPEG, and BMP
- vector formats such as EPS.
- PDF (high resolution)

Send along all placed and linked artwork and fonts including embedded art files for every page layout document. Missing support files will delay your job and may result in an additional charge. The following file formats are the most common files that import into a page layout program:

Adobe Illustrator files

All files placed in or created from Illustrator cannot contain any RGB images or RGB Preview because these files will not convert into process colors correctly. All Illustrator files must be saved as EPS files before importing into any page layout program. We recommend that all text used in Illustrator be converted into **Outlines** to eliminate the potential of missing fonts. *Notice that text converted into outlines cannot be edited.* Otherwise, all fonts used must be included with the file (Printer and screen fonts).

Adobe Photoshop files

Files must be saved as EPS or TIFF coming from Photoshop. If a Photoshop file needs a clipping path, it should be an EPS file to assure that the clipping path will work properly. We discourage our customers from using Quark clipping paths for any Photoshop images.

All Photoshop files should be CMYK, grayscale or in bitmap mode in order for it to correctly convert for printing. Additional charges may result if we have to convert any file into the printable color mode.

Color

There are three types of Photoshop mode files that we recommend our customer to use:

1. **Bitmap**- consists of black and white dots without a variation of gray.
2. **Grayscale** – black and white image with variations of gray.
3. **Process color (CMYK)** cyan, magenta, yellow, and black.

Guide about the file formats

Images can be saved in different file formats. The format of choice is one that does not lose color quality or contrast. TIF or EPS files are examples of lossless file formats. They are designed to print clear and crisp at a resolution of 300dpi at their final size. JPEG/JPG or GIF files are examples of lossy file formats. They were originally designed for easy file transmission and internet use, not for printing.

1. Most Common File Formats

EPS

A vector file requiring PostScript language to draw its image. You must have a specific software application to create an EPS file, such as Adobe Photoshop, Adobe Illustrator and QuarkXpress. EPS file is often used when exchanging vector graphics (e.g. logos) that are only to be read but not edited by the receiver, such as sending the file to a print house.

An EPS is really a collection of several other image files all in one. EPS files are generated from several sources and are structured to published code constraints. An EPS file has two main parts:

- • The Preview
- • The high resolution image data

The preview of an EPS file is necessary to display the image in a page layout application, and the high-resolution portions of the file are necessary for imaging to a particular output device.

When you embed (Encapsulate) graphics in a document it is therefore called Encapsulated PostScript or EPS.

JPEG / JPG

Supported by photographers around the world for its good image quality and compression. JPEG is expected to become the international standard for encoding digitized photographs. JPEG's greatest difference from all other file formats is that it uses Lossy compression. - thus you lose some image quality. Therefore always edit the original picture before saving it in the JPEG format. If you start with a JPEG file that needs edits, save it as an EPS or TIF file. This way, additional information will not get lost and the quality of the original JPEG image will be maintained.

The JPEG format supports 24-bits images or up to 16 million colors through the RGB, CMYK, and grayscale color spaces. The use of JPEG images is supported in HTML and Web applications. However, unlike a GIF file, all of the color information is stored in the file. There is no support for transparency in a JPEG file.

PDF

Portable Document Format (PDF) is an open file format which makes the PDF format suitable for sharing. These files can be viewed in a professional software program or a free acrobat reader.

PNG

New image file format with advantages over GIF and JPEG. PNG use lossless compression of data in a wonderful way – the format compress the images so that you will not be able to detect degradation of

quality. PNG files are saved with .png extension. PNG file can support both 8-bit or 24-bit colors, using a lossless compression approach.

PNG file settings that can be controlled are:

- • Transparency information
- • File defined background color
- • Adobe Gamma correction

Use of a PNG file in a Web project is a good fit. However, because of the lack of support for the CMYK color space, and the fact that there can be no color separations, the PNG file is not a good fit in a print production cycle.

TIFF

Optimal choice since the file format works on both MAC and PC platforms, supports almost any picture bit depth and allow for various form of compression. A TIFF file is the most widely used file format in desktop publishing today. It is a raster-based file that supports the following: RGB, CMYK, Grayscale, Lab, and Indexed color.

Note that this flexibility has a drawback: no current system can decode all TIFF file versions which simply mean that you need to test the TIFF file at your hand and see how it behaves.

TIFF files can be compressed by using an LZW lossless compression approach or JPEG lossy compression. For high-end print production, it is the best practice to use either LZW compression or a very small amount of JPEG compression. The JPEG compression approach is a lossy compression that will degrade image quality when used in large amounts.