

ELECTRONIC ORDERING Guide

WES-TEX Printing

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Using This Guide

Thanks for choosing to submit your order electronically to Wes-Tex! We hope you will find electronic ordering to be an efficient and easy way to get your project to us. To help the process go as smoothly as possible, Wes-Tex has some guidelines that should help you (and us) avoid some of the most common problems that occur with placing orders via the Internet, bulletin board service, or disk.

In this guide you'll find step-by-step instructions for correctly preparing your files to be sent to Wes-Tex. We've covered the most common and most popular software programs people use to create documents like yours, so all you have to do is look for the section that applies to the program you've used. If you don't see the program you've used, that doesn't mean we can't handle your documents. There's a section on "Other Programs" that will let you know what to do.

Please note the "Electronic Order Checklist" at the end of this guide. It's a handy reference to make sure you've covered all the bases before you send in your order.

If you run into any problems along the way, please call Customer Service at 800-346-0515.

We look forward to receiving your order!

QuarkXPress Files

If you or your customers use QuarkXPress to create your files, Wes-Tex is ready to handle them. Before you send us your file, though, there are a few simple steps you can take to help speed things along and avoid troublesome delays (for you and for us).

Check the File to See if It's Ready to Send

The most important thing about sending files created in QuarkXPress is making sure that copies of all the graphics and fonts you've used are sent to us along with the Quark file.

When you've finished creating your document and everything looks the way it's supposed to, you're ready to make sure all fonts and links are in place.

If you are using version 4.0 of XPress, select **Utilities**, then **Usage**, then **Picture**. You should now be looking at a list of all your images along with the status of each one.

If you are using version 3.3 or earlier, select **Utilities** and then **Picture Usage** to get to the list of your images.

Is the status of each image listed as "OK"? If so, then you should be ready to go the next step...see **Collect for Output** below.

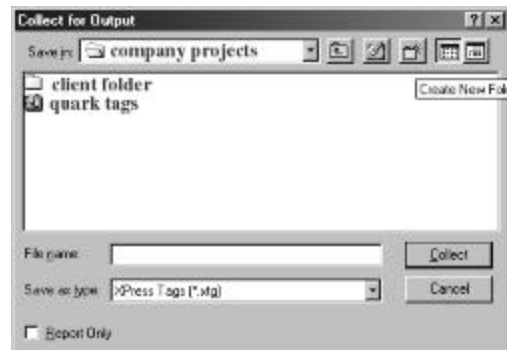
If the status of a file reads "Modified," then you need to select (highlight) the name of the image and click on **Update**. Here you need to be careful, because on rare occasions QuarkXPress will change the position of a graphic after you update it. Check the layout of the graphic to make sure it's still in the right place.

If a file is "Missing," you will need to find the image and tell Xpress where to find it. You do this by first selecting **Update**. A window will open listing the contents of your drive. You need to locate the missing image files, select them, and click on **Open**. You should then be returned to the **Picture Usage** window, and the status of your images should read "OK."
Note: the status of all images *must* read "OK" before you can move on.

Collect for Output

Before going on, it would be a good idea to print a laser copy of the document and make sure everything looks all right.

The next step is to gather all graphics and the document file and put them together in one folder. To do this, select **File**



and then **Collect for Output**. You'll need to create a new folder for all your work where everything will be gathered. In the "Save In" bar, select your new folder, give it a name, and then choose **Collect**.

When collection is complete you should see a report for your file that lists all the fonts used in the document plus any extensions that should go along for the ride. Now it is very important for you to see exactly which fonts are used in your document and send them along in the folder, because "Collect for Output" does not collect fonts. Make sure you select all the fonts used and copy them into your collection folder so that you can send them on to Wes-Tex.

If you're not sure what fonts you've used, return to the **Utilities** menu and go to **Fonts**. This will give you a list of the fonts you'll need to copy into your folder. Be sure to copy *all* the fonts and styles listed, even if they are variations on the same font. For example, if you see both Arial <P> and Arial <I> listed, you need to copy both styles.

Check to see whether the fonts are **TrueType** or **Type 1**. If a font is Type 1, there will be two elements that you need to copy into your folder and send to us: the screen font (which often resides in a suitcase) and the printer font. (A TrueType font has only one element.)

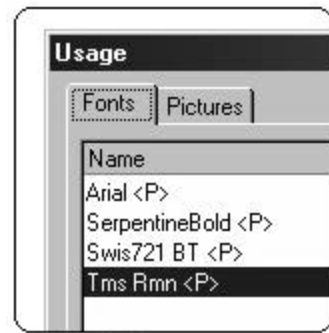
When you send your files to Wes-Tex, be sure to send all the files located in the special project folder you created.

Once you have all the necessary files gathered in your folder, you're ready to move to "**Final Steps**" (page 15).

Files Saved as .EPS

After completing a document with QuarkXPress, some people like to save the file as an EPS graphic, which allows the file to be imported into other applications (these files have **.eps** as their extensions).

We at Wes-Tex prefer you **not** to save your files this way. However, if you have created a file and saved it as EPS, we can handle it. It is still important, though, that you send along the fonts with the file, because fonts aren't embedded into EPS files.



If you don't send the necessary fonts along with the document, your order may be delayed

PageMaker Files

Adobe PageMaker has been a favorite tool of many printers and typesetters ever since the beginnings of desktop publishing. If you've used PageMaker to create your documents, Wes-Tex can easily handle your files. To make things easier for all of us, there are some quick steps you can take before sending your files that will get the ball rolling along smoothly and avoid delays

First, open the file(s) you or your customers created and look everything over to make sure it looks right on the monitor. Print the file on a laser printer as well. If there are no problems, you're ready to move on!

Save for Service Provider

The next step is gathering everything together for shipment to Wes-Tex, and luckily in PageMaker that's a fairly simple process.

First of all, you need to create a new folder where you can place all your work. This should *not* be the same folder where you save your original PageMaker document. Once you've created a new folder for this job, go on to the next step.

From your menu in PageMaker, go to **Utilities**, select **Plugins**, and then choose **Save for Service Provider**. (At this point you may be asked to save your work before continuing with Save for Service Provider. If so, go ahead and save the document, but do *not* save it in your new folder.) This convenient little utility not only collects the primary PageMaker document and all your graphics and fonts in one folder for simple transport, it "preflights" your file to make sure you still have all the necessary graphics and fonts loaded.

Now click on **Preflight Pub** and sit back while PageMaker does the work.



When the process is complete, if you see checks beside the "Fonts" and "Links" categories, you're set for the next step. If not, that means something's missing. If you don't see a check, select the **Fonts** or **Links** tab (whichever doesn't have a check) and you will be given a list of what's not there. Before going on, fix this problem by finding the missing elements.

***If fonts or links
are missing, our
hands are tied!***

It's also a good idea at this point to check the **Printing** and **Inks** tabs to make sure the dimension and number of colors is correct.

When all is well and ready to go, select the **Package** button at the bottom left of the screen. This pulls everything together in one convenient folder for copying to transportable media or e-mailing us directly. You'll be prompted by a **Save As** screen. In this window, before saving your work, check the "Copy Fonts" option and then select the "All" radio button beside it. Next, click on the box next to "Update links in source pub before packaging." Now all you have to do is give your file package a name and save it in the new job folder you created earlier. *Note: A warning pop-up screen regarding copyright on Adobe fonts may come up. If it does, simply click on "OK" and move on--Wes-Tex is authorized to use Adobe fonts.*



By the way, when you save the package, you'll see a file called "Report" that's now included in the folder. It should be sent to us along with all the other files in the folder.

When you're ready to send us your files, please see **"Final Steps"** (page 15).

Files Saved as .EPS

After finishing the document, many people choose to turn it into an EPS graphic, which allows the file to be imported into other applications as if it were any other picture.

However, we'd rather you **not** save your files this way as it actually can make things more difficult for us here at Wes-Tex. If you've already done so, though, that's OK--we can still handle it. Just be sure to also include all Postscript and TrueType fonts or you'll be hearing from us with news that your order has been delayed because we don't have everything we need.

Please be sure to send us ALL the files in your folder!

Adobe Illustrator Files

If you're using Adobe Illustrator to create your document, hooray for you! Illustrator makes the process of preparing, sending, and working with documents easier for all of us. With just a few simple steps you can get your document ready for us here at Wes-Tex and we'll be happily on our way to processing your order.

Your goal (and our goal, too) with Illustrator is to convert your document and save it as an Encapsulated PostScript (EPS) file. Fortunately, Adobe Illustrator makes this process fairly simple.

Converting to Outlines

First you want to make sure everything about your document looks OK. When you've finished creating the document and you're satisfied with it, go to the top of the screen and, under the **Edit** pull-down menu, click on **Select All**. Make sure that every part of your document (graphics and type) is now selected.

Now go to the **Type** menu and select **Create Outlines**. This should convert everything in your document to outlines (artwork) so that all text is treated as a graphic rather than type. Before moving on, make sure that this is the case. If not, repeat the process.



*...a project
converted to
outlines*

Saving as Illustrator EPS

Now that you're ready to save your work, go to the **File** menu and click on **Save As**. The "save" screen will appear and you'll be asked to name the file. You will also see a "save as type" option, and there you need to select "Illustrator EPS." Once you've named the file, save it.

The document has now been saved as an EPS file, and all you have to do is send this file on to us at Wes-Tex. See "**Final Steps**" (page 15)

***Sending us an
Illustrator EPS
file is the most
reliable way to
send in your
electronic order***

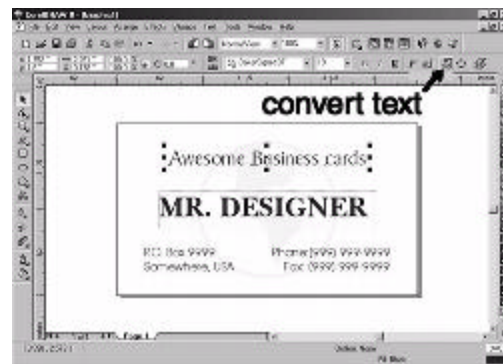
CorelDraw! Files

CorelDraw! is another great program for creating your document. We'll be glad to handle your Corel files. CorelDraw allows you to export files and save them in various formats. To make things easier for all of us, we'd like you to save your files in EPS (Encapsulated PostScript) format, which means you won't have to send any additional files such as fonts or graphics. To export your file and save it as an EPS, just use the following steps.

Convert to Curves

When you have finished creating your document in CorelDraw! and you are satisfied with the way everything looks, the next thing you want to do is convert it all (text, graphics, etc.) into artwork. In Corel you do this by converting to curves.

If you've used text in your document (and you probably have), select the text area. Click on the **Convert Text** button on the toolbar in the upper right corner of the screen (or hit CTRL & F8 on the keyboard). Do this with each individual text area in your document.

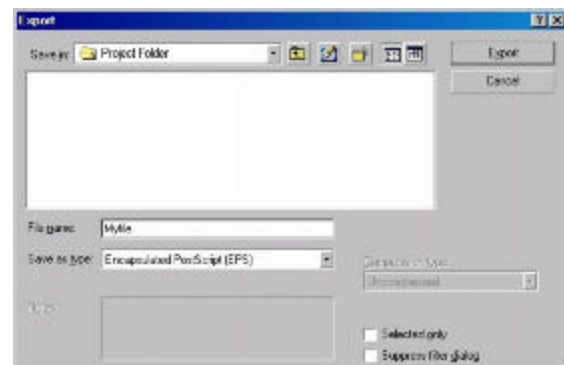


location of the "Convert Text" button

Next, at the top of the screen, go to the **Edit** menu and click **Select All**, then **Objects**. Make sure that all parts of your document have been selected. Next, go to the **Arrange** menu and select **Convert to Curves**. This will turn all text into graphic form rather than type. (If you happen to have any problems selecting **Convert to Curves**, you may need to select each separate area of your document individually, then go to **Arrange** and choose **Convert to Curves**.)

Saving as .EPS

Next, go to the **File** menu and choose **Export**. A "Save" screen will appear, and here you need to make sure that the "file type" you are saving is "Encapsulated PostScript." Give your file a name. Click on **Export**, and another window will pop up with more options. On the "Export text as" option, choose **Curves**. No other checkboxes in this window should be selected except "Convert color bitmaps to grayscale." Now click on **OK**.



You're finished! All you have to do at this point is attach the EPS file you've created to an e-mail message and send it on to us at Wes-Tex. Please see **"Final Steps"** (page 15).

Freehand Files

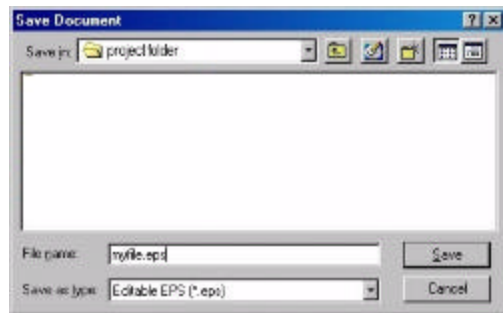
If you've used Macromedia Freehand to create your document, Wes-Tex should have no problems handling your files. Like several other programs, Freehand allows you to quickly and easily convert your document into an Encapsulated PostScript (EPS) file, which is the most convenient format for us here at Wes-Tex. Just use the following steps, send us your file, and your order will be sped on its way.

Convert to Paths

When you've finished creating your document and everything looks just the way you want it, the next step is to convert all your text into artwork. To do this, first select your text area and then go to the **Text** menu at the top of the screen. Under **Text**, click on **Convert to Paths**.

Now you're ready to save your work as an EPS file. Under the **File** menu, select **Save As**. In the window that comes up, look for the option box beside "Save as type." Choose "Editable EPS (*.eps)." Now give your file a name in the "file name" box and click on **Save**.

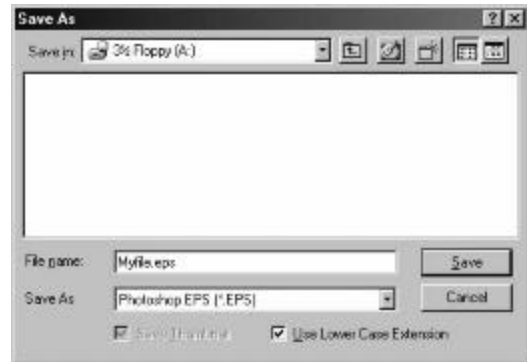
You're done! When you're ready to send your file, please see "**Final Steps**" (page 15).



Adobe Photoshop Files

Adobe Photoshop is one of the best choices for creating documents. If you're using Photoshop, hooray for you! Wes-Tex can easily handle your files. Here are just a few simple steps to follow.

If all the artwork in your document is composed of bitmaps or grayscale images, you will be able to save your file in Encapsulated PostScript (EPS) format, which will make things a little easier for us at Wes-Tex. If you have no other artwork but bitmaps or grayscale images, go to the **File** menu and choose **Save As**. In the "save" window that comes up, look for the option box beside "save as." Choose "Photoshop EPS." (If "EPS" is not an option, then you have artwork that is not bitmap or grayscale--RGB, for example--and will not be able to save the file in EPS format. Please see the next paragraph.) Finally, give your file a name and save it. Now you're ready to send us the document! See "**Final Steps**" (page 15).



Saving as an EPS file

If any of your artwork is not bitmap or grayscale, you simply need to save the file as a native Photoshop file, which is perfectly OK with us. Under the **File** menu, choose **Save As**. Beside "save as" you should see only one option--"Photoshop." Native Photoshop files have either .PSD or .PDD as filename extensions. You need only to give your file a name, save it, and get ready to send it on to us at Wes-Tex. When your file is saved and you're ready to send it, please see "**Final Steps**" (page 15).



Saving as a Photoshop file

Microsoft Publisher Files

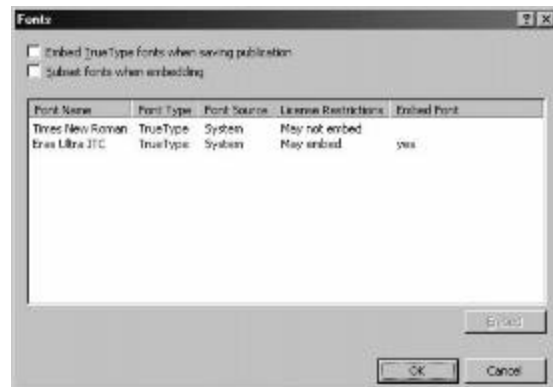
Microsoft Publisher is another popular software title that many people use to create their documents. If Publisher is your program of choice, Wes-Tex is prepared to handle your files. Just follow the simple steps described below and your order will be sped on its way!

Font and Graphics Usage

As with many other applications, it is important with Microsoft Publisher that you take the time to send all fonts and graphics you used in your document. Of course you will need to send us the native Publisher document itself, but the fonts and graphics you use in your project may not necessarily be embedded in the native file. And that means if you don't send them along with the native file, they may not be there when we open your file here at Wes-Tex. So, once your document is completed and looks just the way you want it, the first thing to do is make sure you know exactly what fonts and graphics you've used.

To do that, go to the **Tools** menu on the main toolbar and select **Commercial Printing Tools**. You'll have three more options come up, including **Fonts** and **Graphics Manager**. First, select **Fonts**. A window will open showing you a list of the fonts you've used in your document and also telling you whether the fonts may or may not embed into your document. Don't worry about the embedding part, because you're going to send us all the fonts anyway, right? Now you just need to be sure that you send us all the fonts you see listed. Before you close this window, it would be a good idea to also check the box labeled "Embed TrueType fonts when saving publication."

Next, go again to **Tools** and then **Commercial Printing Tools**, but this time select **Graphics Manager**. The window that now opens gives you a list of the graphics you inserted into your document. Again, it's important to note all of these and send them along with your native file. By the way, the lower left corner of this window should also tell you the Path where the graphics are located. When you're finished with this information, close the window.



Don't forget to send us your fonts and graphics...please!

Save Your Native File

Now you're ready to save your project and send it on to us (along with the fonts and graphics!). Go to the **File** menu and select **Save As**. In the save window that opens, you just need to give the file a name and make sure you save it in the folder of your choice (or on diskette, of course). Check to make sure that the file type beside "Save as type" (underneath "File name") reads "Publisher Files." It is not necessary to give your file name an extension, because Publisher automatically places a ".pub" extension on all native Publisher files.



Now you're ready to send everything to us! Please see "**Final Steps**" on page 15.

What about Creating an EPS File?

Some people like to save their documents in EPS (Encapsulated PostScript) format because they think it will be easier for printers like Wes-Tex. If you're using Microsoft Publisher, we really, *really* would rather you **not** try to send us an EPS file. It is actually easier for us if you send a native Publisher file. However, if you're determined to send an EPS file (and know how to do so), *please* remember to also send us all fonts and graphics used in your document. Otherwise you may be hearing back from us with news that we don't have everything we need.

Adobe Acrobat PDF Files

Some applications that you may use will have the ability to create Adobe Acrobat PDF files from your documents. Wes-Tex does not encourage you to send PDF files, but if you know how create them, we can take them. Just be sure that you embed **all fonts** and that you do not use any compression. If you have any questions or need additional help, feel free to call us at 800-346-0515.

Other Programs

Wes-Tex recommends that you use one of the programs covered in this manual to create your document. We can't guarantee that we'll be able to handle files created with other applications, but we will definitely give it a shot. If you've used something other than one of the programs we've listed, the best thing to do is to send us everything you used to create the document, which could include the following:

- **Fonts.** Be sure to send us *all* fonts you used, including variations of the same font (for example, if you used the bold or italics font in addition to the plain font itself, send them all).
- **Graphics.** Be sure to send all graphics you included in your document.
- **Native File.** Of course you need to send the actual document file itself, as created and saved in whatever application you've used.

It might also be helpful to see if you can print your document into a postscript or PDF file. If you can, send that file as well. If we cover enough bases, we'll increase our chances of handling your document without too much trouble.

Using Templates

Wes-Tex has created our own templates and we encourage you to use them. These templates have been created and saved using the following applications:

- CorelDraw! 7.0**
- Adobe Illustrator 8.0**
- Adobe PageMaker 6.5**
- Quark XPress 3.3**
- Quark XPress 4.0**
- MacroMedia Freehand 7.0**

If you're using a different application but want to try to send in a postscript (ps) or portable document (pdf) file, the following printing areas and measurements are required.

| Printing Area of: | Actual Paper Size* | Standard Printing Area* | Maximum Oversize Printing Area* |
|---------------------------------|---------------------------|--------------------------------|--|
| Business Card | | | |
| ● Standard Business Card | 254 x 144 | 216 x 114 | 242 x 134 |
| ● Vertical Business Card | 144 x 252 | 114 x 216 | 134 x 242 |
| ● Foil Maximum Oversize | 252 x 144 | 234 x 126 | 234 x 126 |
| ● Ink Maximum Oversize | 252 x 144 | 240 x 132 | 242 x 134 |
| Stagger Foldover ** | | | |
| ● Front | 252 x 117 | 216 x 117 | 242 x 117 |
| ● Top Inside | 252 x 117 | 216 x 117 | 242 x 117 |
| ● Bottom Inside | 252 x 144 | 216 x 144 | 242 x 144 |
| ● Back | 252 x 144 | 216 x 114 | 242 x 134 |
| Stationery | | | |
| ● Standard Letterhead | 612 x 792 | 540 x 729 | 540 x 729 |
| ● Professional Letterhead | 522 x 756 | 450 x 693 | 450 x 693 |
| ● Standard Envelope | 686 x 297 | 632 x 243 | 632 x 243 |
| ● Professional Envelope | 540 x 279 | 486 x 225 | 486 x 225 |
| Commercial Announcements | | | |
| ● Baronial | 400 x 308 | 318 x 224 | 318 x 224 |
| ● Baronial Envelope | 400 x 308 | 216 x 72 | 216 x 72 |

*Paper sizes and printing areas are shown in points for measurement.

**For the backside of a Stagger Foldover, you may use any of the standard business card dimensions.

Scanning Images

Some of your graphics may be images that you have scanned yourself. In order to produce high-quality images that will make your project look its best, please follow these guidelines.

Line Art

Line Art could include text, logos, or clip-art images that contain only black and white. To ensure image quality, it is important that line art be scanned at a higher resolution than what is required for photographs. Wes-Tex recommends that you scan line art at a **minimum** of 600 dpi, but you will get better results if you scan at 1200 dpi.

Photographs

You should of course scan photographs as grayscale images, so photographs should therefore be scanned separately from any line art you plan to scan and use. We recommend you scan photographs at a **minimum** of 300 dpi. Make sure that when you save the image, you save it as grayscale.

If you're going to enlarge the image you're scanning, do not scan it at its original size and then plan on blowing it up, because you will lose resolution and the image quality will be poor. You will not be happy with the results! Scan the image at 100% or more of the intended enlarged size. For example, if you have an image that is an inch wide and you want it to be three inches, scan at 300%. It's always better to scan too large than to scan too small, because we can reduce an image with no loss in quality, but you're guaranteed a loss if you blow up a lower-resolution scan.

You may send scanned images to us in TIFF (uncompressed) or EPS form.

Final Steps

Okay, you've got your document ready to go--now you're ready to send it on to us. All you have to do now is take the following steps to help make the Electronic Ordering process move as smoothly and efficiently as possible.

Proof Your Document

Although we try to check for spelling, correct abbreviations, mechanics, and so on, please carefully proofread everything on your end to make sure you haven't overlooked any spelling or typographical errors.

Compressing Your Files

It might be a good idea to compress your files, which will speed up sending and uploading time. Compression is also a good way to keep files together in one place during transmission. ***Be careful, however!*** If you over-compress, we'll have problems and you won't really be saving any time. Occasionally we've received ".sit" compressed files with file sizes of 0KB! We recommend using the following programs for compression: WinZip for PC or Stuff-It or DiskDoubler for Mac. Also for Mac you can create a Self-Extracting Archive file. Beta versions of these programs are available on the Internet at little or no cost, so consider using them.

Transmitting Your Files

Now you're ready to attach your files to an e-mail message addressed to us. In your e-mail, please include the following:

- Your alphabetical dealer number
- Your company name
- Your name and phone number
- Name and phone number of person to contact regarding problems
- Your Purchase Order Number, if applicable
- Type of product ordered
- Ink(s), screen values, foil color
- Stock
- Quantity
- Platform used (Mac or PC)
- Application used and version number
- Shipping Information
- Additional Instructions
- Margin specifications (if necessary)

If you include this information, there should be no delays unless we encounter problems with your files. After you send this e-mail message along with your attachments, you should receive confirmation via e-mail stating that we did receive your order and that it has been entered for preflight. If there are any problems or questions, a customer representative will contact you. If you receive this e-mail confirmation, you do not need to call to check if we received your order.

Finally, please fax us a composite of your file (toll free 877-361-1810). After you create your file and have saved it as you want it to look, print a copy and fax us that proof. This way we can make sure our output matches yours.

Electronic Order Checklist

- Design** your document. Always use the page size of the actual product for your file. For example, if you were designing a standard business card, you would define your size as 2 X 3.5 inches. This will save some time in converting your files and will help maintain the margins you want on your card.
- Save** your document. When you have designed your card, letterhead, etc., save it to a place you can easily find. It would be a good idea to save the document in its own directory along with copies of any graphics, fonts, or other relevant files used in the creation of the document.
- Print** a composite sized at 100% (showing crop marks if possible).
- If you choose to do so, **compress** your files using a compression tool such as WinZip for PC or Stuff-It for Mac.
- Create** an e-mail message and address it to us at **order@wes-tex.com**. In the subject line, type your company name. (See "**Final Steps**" for other information needed in your e-mail message.)
- Attach** your compressed file to your e-mail message.
- Send** us your e-mail. After we download your file, we will send you an order confirmation via e-mail.
- Fax** us the composite you printed. Fax to the Electronic Ordering Department at (toll free) 877-361-1810. Please indicate any special instructions, such as specific margin requirements, bleeds, or color separations if applicable.