

When to Test Electronic Files

SHOULD YOU HAVE YOUR FILES TESTED IN ADVANCE?

In the early days of electronic prepress it was common practice for publishers to send a “test file” to the printer for the purpose of making sure the publisher was creating PostScript files the printer could work with. The printer would evaluate the “test file” and provide the publisher with feedback that would be used to develop the “final files” to be submitted to the printer for the print-run.

That practice made sense ten years ago when we were all learning to work with electronic files; today it is no longer required. It is not necessary to have your files tested every time you submit a title to **think**, particularly if you have successfully submitted problem free “print ready” PDF files to us before. However, there are occasions when running a test may be a good idea, so here is some information to consider when deciding whether or not to send a “test file” to **think**.

Who should have their files tested at **think** prior to final submission?

- First time publishers
- Customers new to **think**.
- Customers with special projects that are different from the books you normally print at **think**.

Why have your files tested?

- We can make sure the file is constructed properly and all the elements are in place for a problem free final output.

When in the file preparation process should you have your files tested at **think** ?

- Well in advance of completing the final “print ready” PDF files. So that you don’t waste time and resources preparing files that will not work at **think**, we encourage you to send us a portion (approximately 8 pages or so) of your book. If you do this a few weeks prior to the time you plan to send final files to **think**, we will have enough time to test the files and provide you with input that might be important in preparing the PDF files. If we receive the test file on the eve of when the job is supposed to go into production, the time required to test the files and make corrections may negatively impact the printing schedule.

If you have any questions about test files, please don’t hesitate to call your Sales or Customer Service Representative.