

www.bctindy.com

Quick Guide
to
On-line Ordering



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On-line Ordering Overview:

Providing your orders to BCT in a digital format is the best way to ensure that both you and your customer are pleased with the results. BCT has made placing your digital order easier than ever. By accessing your on-line account at bctindy.com, you will have access to a wealth of valuable resources along with easy access to your orderprinting.com account. Once logged in, you will be able to manage your customer accounts, review order history, and place orders for various BCT products using the online PerfectSend system. Using PerfectSend to place your order has several benefits. By sending your file in a .PS, .EPS, or .PDF format you will get a PDF plug-in window with a sample of the file being sent. This screen image will serve as your approval that the file being submitted is composed correctly. Along with instantaneous proofing you will also receive an electronic order discount. Faxing order forms and samples for the item(s) will not be required.

We do require that the files be set-up using "BCT Colors". For example, BCT Red, BCT Reflex, etc. BCT Color palettes. The BCT Color Palettes are accompanied with instructions on how to load them into your software, and how to find them for use. Any files not set up with BCT Colors may not receive the full discount. BCT Color palettes can be found on bctindy.com in the "Digital Library."

Although we prefer files be sent to us via PerfectSend, we do realize that the needs of our customers vary. We also offer Digital Art submittal. This allows you to send your files, via email, to us accompanied with an order form filled out at the time the file is submitted. The down side to this function is that you must still send in a hard copy sample via fax, route or mail. We have included a fax cover letter to use when submitting a hard copy sample via fax. In addition to PerfectSend and Digital Art submittal, we have included an FTP site. This function of bctindy.com is intended for submitting files larger than 5MB. All files submitted through the FTP site will need to be followed up with a hard copy sample.

All orders placed on-line by means other than PerfectSend, MUST be accompanied by our fax cover letter (available on-line) and a sample.

System Breakdown:

We offer a number of different methods for placing orders to meet your needs. Once logged into your account at www.bctindy.com, you will have access to these methods, along with all the information necessary to place an order on-line. You will also be remotely logged into your Orderprinting.com account. The table below indicates the discounting and additional requirements associated with each method.

****Shell imprints & rubberstamps will not be granted discounts due to other price**

Method	File Types	Discount	Sample Required?	Order form Required?
PerfectSend	.ps, .pdf, & .eps	\$2.00/order	No	No
PerfectSend	All other file types	\$1.50	Yes	No
Digital Art Submittal	All Compatible file types	\$1.50 for .pdf, .eps, .tif	Yes	No
FTP	All Compatible file types	\$1.50 for .pdf, .eps, .tif	Yes	No
Email files	All Compatible Files	\$1.50 for .pdf, .eps, .tif	Yes	Yes

How do I login to my account?

Once on bctindy.com, click on a password protected link. You will be prompted for your username and password.

What links at bctindy.com are protected?

All on-line ordering functions, as well as the wholesale pricing.

How do I get my username & password?

1. If you have an Orderprinting.com account, your username & password will be the same.
2. Your login info should be located on the last page of this manual. **If not please contact us.**

PerfectSend: 9 Easy Steps to placing an order

Step 1: Direct your Internet Explorer web browser to www.orderprinting.com. This will take you to the www.orderprinting.com (OPC) login screen. If already logged onto bctindy.com, skip to Step 3.

Step 2: Login to the site by filling in the appropriate Account, Password and name information as provided by your customer service representative.

Step 3: Once logged in, you will be presented the "Account Options" screen. Select (click on) the "PerfectSend" button.

Step 4: To select a file for upload, click on the "Browse" button. This will allow you to search for the file. Once the desired file has been selected, click on the "Upload File" button.

Step 5: You will be directed to the "Job Queue" page. The file uploaded will be preflighted. Once preflighting is complete, view your file to make sure it is correct. When ready to proceed, select the "Place Order" button.

Step 6: You will be directed to the "Order Menu" page. Select the item type (business card, envelope, etc.) for the file being sent.

Step 7: The "Order Form" page will appear. Fill in the order form, being sure to select all options that apply to the order. Once all pertinent order information has been selected or entered, select the "Next" button at the bottom of the page.

Step 8: You will be directed to the "Additional Information" page. Please include necessary special instructions here, including Purchase Order information. When complete, select the "Next" button at the bottom of the page.

Step 9: The "Order Information" page allows you to review the information submitted, along with one last preview of the file being sent. Once all information has been verified and you are satisfied, you can complete the order process by selecting the "Send My Order" button at the bottom of the page. The on-line order process is complete.

Orderprinting.com: 8 Steps to placing an order

Orderprinting.com is an on-line ordering system to be used by your customer to place orders where their standards have been pre-configured. It is very useful for master/imprint runs as well as layouts that are ordered on a regular basis. We must design layouts and upload them to your customer's Orderprinting.com account before they will be able to place these types of orders. If you have an account that you think is a good candidate for Orderprinting.com, please contact your customer service representative (contact info available at bctindy.com).

Step 1: Direct your web browser to www.orderprinting.com. This will take you to the orderprinting.com (OPC) login screen. (Special direct linking is available for your own website, contact the OPC administrator for more information.)

Step 2: Login to the site by filling in the appropriate Account, Password and name information as provided by your customer service representative.

Step 3: Once logged in, you will be presented the "Account Options" screen. Select (click on) the "Place an order" button.

Step 4: Select the product you wish to order via the drop down list at the top of the page and clicking the submit button or by scrolling down through the graphical links of the available items.

Step 5: Once an item is selected, fill-in the variable data to complete the order form. Once complete select the "next" button at the bottom of the page to proceed to the "Additional Information" page.

Step 6: Fill in any of the necessary information for the order on the "Additional Information" page and select the "next" button on the bottom of the page to proceed.

Step 7: Proof the items ordered making sure the order information and file layout are correct. Once all information is deemed correct select the "Send My Order" button at the bottom of the page to complete the order.

Step 8: At this point, whatever order management options that have been selected for a particular customer account will apply.

On-Line Order Forms:

There are a number of order forms available on-line at www.bctindy.com. All on-line order forms require that all fields are completed before submittal. This insures that all necessary information is included so that delays are not incurred. Below is a list of on-line order forms, and any additional information necessary for submitting an order.

Digital Art: Used when emailing a digital file. This form allows you to attach a file. Sample is required.

Design Idea: Lets you choose from sample layouts. The forms allow you to assign order information to the pre-designed layouts. No sample is required.

Place Re-order: Lets you submit a re-order by providing the re-order number and necessary order information. No sample is required.

Digital Art (stamps): Used when emailing a digital file for a stamp order. This form allows you to attach a file. Sample is required.

Design It (stamps): Lets you choose from sample layouts. The forms allow you to assign order information to the pre-designed layouts. No sample is required.

Quotes: Lets you enter vital job information to request a quote. It is important that you choose the appropriate quote form for the product that you are submitting.

FTP: 8 Easy Steps to using the FTP Site (FTP is intended for files larger than 5MB)

Step 1: Logon to FTP

Step 2: Fill out the order form, including mainline and file name to be uploaded.

Step 3: Submit order form. This will bring you to the confirmation page, showing that the order form has been submitted to BCT. We recommend that you print this page for your records.

Step 4: After printing, click on "Connect to FTP" located at the top of the confirmation page.

Step 5: At the FTP screen, choose "Browse" to search your hard drive for the file to attach. Although you may only upload one file at a time, you'll have the opportunity to return to the upload screen.

Step 6: Click "Upload" to transfer your file to our FTP server. The upload time will vary depending on your connection speed and the size of the file.

Step 7: You will be notified that your file was uploaded, and prompted to upload another file if necessary. Otherwise, just close this window to end your FTP session.

Step 8: Fax a sample to BCT using the Fax Cover Sheet.

Full Color information:

CMYK color model: Be sure that all elements in your file are set up using the CMYK color model. The files should not consist of any spot colors as the file will not separate correctly. This is particularly important in regards to bitmap files being used in the project. **Do not submit RGB images for any type of item to be printed spot or process.**

Resolution: Resolution should be set at **no less** than 300 dpi. Low resolution will cause images to be rough, blurry or fuzzy.

EPS/PDF with Bitmaps: When using EPS, PDF with Bitmaps (TIF or JPG) the color format needs to be set in the native file before embedding art in the file. When linking art be sure to include all linked files and fonts used by the document.

Margins: Our standard margins for business cards orders is 1/4 inch, letterhead is 1/2 inch, and envelope is 3/8 inch. These margins are just a suggested dimension that BCT has had success using for the products that we typeset and print.

Bleeds: For orders that bleed, an increase of 6 points (1/8 inch) is needed outside of the trim area for the portion that bleeds.

Bi-fold & Tri-fold Brochures: check panel sizes, please include crop marks and fold marks.

File Page Sizes:

For any printed product, the file's page size should be identical to that of the product ordered. For example, a business card order should have a page dimension of 3.5 x 2 inches, letterhead 8.5 x 11 inches, and a standard #10 envelope is 9.5 x 4.125 inches. Consult the PDF templates for the exact dimensions of other products.

If submitting files from an illustration program, convert all fonts to vector elements before saving or exporting (see your program's user manual for this function).

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Bleeds

For orders that bleed, an increase of 6 points (1/8 inch) is needed outside of the trim area for the portion that bleeds.

Postscript file information:

The **PDF**, **EPS** and **PS** file formats are the best file types for submission of your electronic orders. When submitting these file types to BCT utilizing the **PerfectSend** file transfer process, the following benefits will be realized. Order **discounts** for electronic orders are highest for these file types. When sent to BCT using PerfectSend, an **order form and sample will not be required**, as these are done through the site.

PDF file information:

BCT can accept files in the PDF file format, but there are specific settings that must be observed for the file to be able to be printed by BCT. There are settings that control fonts being embedded, and how bitmap graphics are to be printed, that must be set correctly in this file type. (Consult your application user manual for details regarding PDF file print settings.) Software specific guidelines are available on-line at www.bctindy.com, under "Guidelines" to assist you in generating PDF files.

EPS, PS file information:

Dependent on the program that was used, there are some basic rules to follow to assure that BCT does not incur any font or graphic conflicts.

Illustration Applications (ie. Corel Draw, Adobe Illustrator, Macromedia Freehand). These applications have the ability to convert all fonts in the document to a vector graphic element, thereby eliminating **ANY** font conflict problems that could occur. Also make sure that any **graphics** are **embedded** into the file rather than being linked to the file.

Desktop Publishing Applications:

(i.e. InDesign, Pagemaker, Quark Xpress.) Be sure to include all fonts and graphics used in the file. When possible, be sure to embed the fonts and graphics in the EPS or PS file being created. Below are links to software specific guidelines to assist you in generating EPS files.

Native file information:

When submitting native program files, always include the fonts and graphics used in the file to assure that BCT has all files necessary to successfully complete the order. If submitting files from an illustration program, convert all fonts to vector elements before saving or exporting (see your program's user manual for this function).

PC Applications:

Adobe Pagemaker 6.5; Adobe Illustrator 10; Adobe InDesign 2; Corel Draw 11; Quark Xpress 6

MAC Applications:

Adobe Pagemaker 6.5; Adobe Illustrator 9; Quark Xpress 5

Bitmaps:

Bitmaps often are an integral component of a printed piece, whether used alone, or incorporated into your design in a publication or illustration program. Image size and resolution are two of the most crucial attributes involved in getting the results you expect when using bitmaps for high resolution printing. By following a few rules of thumb, great looking results can be accomplished. The raw size of the bitmap should be approximately the same size as the finished size in the design it is being used in. The main consideration that needs to be made when preparing bitmaps for printing is what type of printing will be done from the item.

- **Spot Color Printing**

Line art and Text - 600 dpi, 1 bit, black and white
When this bitmap type is used in illustration and publication programs, spot colors can be applied so that the item prints in the correct color separation.

- **Full Color Printing**

Full Color Process Printing - CMYK color model, resolution no less than 300 dpi.

Below is a checklist to assure that all necessary criteria for submitting a digital file is completed:

- File colors: Did I use the BCT Color Palette?
- Desktop Publishing files: Have I included all fonts and graphics?
- Illustration program files: Have I converted my fonts to a vector graphic element?
- Bitmap files: 600 dpi B&W for my line art files? 150 to 300 dpi Grayscale bitmap for screened images? 300 dpi or higher CMYK for full color?
- Item Sizes: Have I created a page size that matches the item I am ordering?
- Have I faxed a sample of the file to be printed? (For non PDF, EPS, or PS not sent through PerfectSend)

Summary

BCT would like to encourage the use of your own digital files. It is very important that you follow the guidelines listed above. One way to determine if the file you intend to submit is going to print and color separate as you intend is to print out the file on your own laser printer, printing both composite and separation prints. If a file is not set up to the guidelines above, but is something that we can easily change, we will, but you will not receive the electronic file discount. Discounting is given to files that are ready to print correctly without any intervention from our prepress staff. If the above guidelines are not followed, your order may be delayed to correct or address the problems with your file.

Please keep in mind that the deadline for file submissions is 4:30 pm. Any order received after this time will not be processed until the following business day. Due to storage limitations, original artwork provided to BCT will be kept for only one week after the order is printed. Your artwork will still be available through the reorder system, but any changes will need to be made by you and then resubmitted.