

TECHNICAL BULLETIN

File Transfer via FTP

Friday, November 11, 2005

Leader Printing maintains an FTP (File Transfer Protocol) site to be used by customers for transferring files. The following information will help you prepare and transfer your files to us via FTP (or other means) for printing.

PREPARING FILES FOR TRANSFER

- **Download our Preflight Checklist** and review it to make sure you are aware of potential issues, then double-check your files. The checklist is available on our Downloads page at www.leaderprinting.com/downloads.htm.

- **Preflight your files.** “Preflighting” — checking every element of your print job before sending it off — is a *critical* element in the creation of consistently high-quality print publications. Several tools are available to help you with this process.

We use Markzware’s FlightCheck® Professional and recommend customers use FlightCheck Designer. It inspects your documents’ colors, fonts and images and warns you if there are potential problems that could adversely affect your print job. When done, it can collect and compress documents, images and fonts for transfer to us. *Ask your sales representative about a free demo disk and 25%-off coupon, or visit www.markzware.com/fcdesigner.*

- **If sending PDFs**, you still MUST send us hard copy, assembled into a folded mock-up if necessary, via overnight, mail or fax (depending on your schedule). For color jobs, color hard copy is required or one will be created for use on press and you will be billed accordingly. Color separations should also be printed.

- **If sending native files**, the same rules apply for hard copy, mock-ups and color proofs. In addition, you must send all page layout files, linked images and graphics, and all screen and printer fonts.

Please note that the additional time needed to properly preflight and impose native files is reflected in your estimate. Providing PDFs instead of native files can reduce your cost.

- **Stuff or zip multiple files** into a single file before uploading to our FTP site. This functionality has been built into most modern operating systems, but we still prefer to use Allume System’s StuffIt product. Visit www.allume.com for more information.

FTP CLIENTS

Connecting via FTP to our site requires the use of an FTP client and cannot be done with a web browser. There are a number of freeware and shareware FTP clients available for both the PC and Mac platforms. Check download.com to see what is available in their “Internet” section. We use and recommend Fetch and Transmit on the Mac, and AceFTP and FileZilla on the PC.

FTP SETTINGS

There are three critical pieces of information you will need to connect to the Leader Printing FTP site, as follows:

- **Site:** *leaderprinting.com* (some FTP clients may require *ftp.leaderprinting.com*)
- **User Name:** *u36451927lpcftp*
- **Password:** *lpc4ftp*

Note that it is a lowercase “L” (for Leader) in both the User Name and Password, and not the number “1”.

FTP PROCEDURES

Once you are connected, you will be in a shared folder (directory). Please create a directory inside of it for your files (e.g., Company XYZ).

When your files are uploaded, please send an e-mail to pc@leaderprinting.com or mac@leaderprinting.com, as appropriate, and let us know what has been uploaded. Please be sure your files have uploaded successfully by checking the file size on your machine and on the FTP site. You should not have received errors during the upload; if you did, please delete and reupload the files.

ALTERNATIVES TO FTP

If the files for your job are relatively small, as can be the case with PDF-only jobs, you can e-mail them instead of using FTP. Please stuff or zip multiple files into a single file before sending. Using e-mail is not recommended for files larger than 10MB. E-mail your files to pc@leaderprinting.com or mac@leaderprinting.com depending on your operating system.

You can always burn your files to a CD or DVD and send it to us if you have time. In many cases, since you need to send hard copy, this is the most efficient method.