

File Preparation Guidelines

Fonts and Typeset Copy

1. Text Copy should be 1/2" from the edge of page and 1/4" from holes (three hole punch), perforations, scores, etc. for a total of 3/4" from edge of page.
2. For best results, fonts should not be smaller than 5 pt.
3. All fonts used must be embedded when supplying PDF files or converted to outlines (EPS, Illustrator).
4. If sending in a native file (e.g., QuarkXpress or InDesign document) all fonts must be supplied. Please ensure only the correct fonts are supplied by doing a "Collect for Output" or "Package" prior to sending in the job.

Logos and Images

1. Design should be 1/4" from edge of the page unless images are set to bleed. A 1/4" bleed border containing no live areas MUST be allowed for cutting purposes.
2. Artwork that bleeds must extend a minimum of 1/8" beyond the crop marks.
3. Artwork and images should be CMYK or contain Pantone® colors. RGB images will need to be converted prior to printing.
4. Save all Photoshop files as either uncompressed TIFF files or Photoshop EPS files.
5. JPG files are acceptable if they have been saved at maximum quality with a resolution of 300 DPI.
6. Images pulled from a web site are generally low-resolution and will reproduce poorly.
7. Logos and artwork should be vector-based where possible. Vector based logos should be saved as an Illustrator EPS for use in traditional layout programs (e.g., QuarkXpress and InDesign).
8. Vector artwork that includes raster images as placed or embedded files should be supplied with BOTH the original raster art as well as the vector art.
9. Fonts used in Illustrator art should be converted to outlines.
10. Do not send your artwork in layers. You should flatten the file before sending to print.
11. Gradients should not change sharply or contain very light tints.

Page Layout

1. All documents should be laid out as single page documents. Please do not send files set-up using reader spreads.
2. Create your document using the actual page size of the final, printed piece. Be sure to add bleed to your documents (bleed: color/elements that extend past the edge of the page). When converting to PDF increase the final PDF page size by 1 inch for both height and width to include room for bleed and printer marks.

Color

1. Documents should be created using the CMYK color model or created using the correct Pantone® colors when possible.
2. Pantone® and process color tints should be 10% or higher
3. If working in Quark Xpress please delete all unused color swatches from the color palettes before sending the final file.

Resolution

All non-vector artwork should be supplied at a minimum of 300 DPI at final print size. Any artwork supplied lower than 300 DPI can print blurred or appear pixilated.

Transparencies

If using the transparency functions in Illustrator generated files, transparencies should be flattened and the files then converted to PDF before supplying. Please supply BOTH the final PDF as well as the original Illustrator file. Transparencies should not be used in MS Word or Excel files.

Folios

Folios should be at least 1/4" from the edge of page to leave room for trimming.

We support the following file formats:

High quality/print ready Adobe PDF: All fonts must be embedded in the document. Images should be CMYK and 300 DPI. Logos should be outlined and in the correct PMS color.

QuarkXpress, and Adobe Creative Suite files: Please include all image files (TIFF, EPS, etc.), any links and profiles, as well as all screen and printer fonts.

Other file types:

All MS Office files and all other file types should be converted to PDF prior to submission.