



File Prep Guide

This information will assist you in preparing files and ensure your order is processed quickly and accurately. Please ensure that your files meet these requirements.

File prepared using supported application.

All current applications supported MAC or PC.

Layout is to correct size.

Correct bleed of 1/8" has been added (if required) all four sides.

All MAC or PC fonts have been included.

Quark "styles" have NOT been used to **bold** or *italicize* text.

All support files (images & graphics) have been included separately (not embedded).

Image resolution is 150 dpi or more.

Colors: All colors converted to CMYK, gray scale or PMS (no RGB).

To ensure we can work with your file, please consult the following technical specifications. If your file does not conform to the above specifications, please make the necessary adjustments to your file. Alternatively, consult with us and we can make the changes for you.

Tips for Better Results:

On a piece that has image to edge: Add a 1/8" bleed.

Please do not embed EPS files in other EPS files (for example: do not place a Photoshop EPS in Illustrator and place combined files in to QuarkXPress. Instead, combine the two files in QuarkXPress or InDesign.

If you are using QuarkXpress or InDesign, do not reduce or enlarge TIFF or EPS files more than 125% or less than 75%. Color TIFF picture boxes with a white background. We also recommend rotating images in the original creator program rather than in Quark, as this can significantly increase ripping time.

Note: To reduce the risk of file corruption during transfer, always stuff or zip your file.

Send US Your Files On:

- DVD
- CD-ROM
- E-mail (5MB)
- FTP (preferred)

Important Notes about Color:

Your color in CMYK process color or PMS. Do not use RGB, or other color systems, as the colors can shift quite dramatically and you will not get the results you were expecting. Please ensure your files do not contain embedded color profiles. Embedded profiles are discarded prior to printing and can dramatically alter color results.

Supply ALL Files Needed to Print Your Document:

Appropriate printer and screen fonts and All supporting graphic files
Always include a hard copy, JPEG or PDF of your document for viewing and mark for viewing only.

If Making Print Ready PDF:

Make high resolution PDF! Include bleeds! Mark as print ready PDF!