



File Prep Guide

This File Prep Guide was designed to assist you in ensuring that your project is processed quickly and accurately. Reviewing the following requirements before you begin your design work will alleviate the most common file issues.

File Prep Requirements

- File is prepared using supported application(s). All current applications supported by MAC or PC are acceptable.
- Layout is to correct size.
- Correct bleed (1/8") has been added, if required, on 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 sent separately (not embedded).
- Image resolution is 150 dpi or greater.
- All colors have been converted to CMYK, gray scale or PMS (no RGB).

If you're ready to upload your files, do they conform to the above specifications? If not, please make the necessary adjustments. Alternatively, please feel free to consult with us—we will be happy to make the necessary changes for you.

Tips for Better Results:

- On a piece that has image to edge, add a 1/8" bleed.
- Do not embed EPS files into other EPS files. For example, do not place a Photoshop EPS into Illustrator and place the combined files into QuarkXPress or InDesign. Combine the two files into your layout program (QuarkXPress or InDesign).
- If using QuarkXPress or InDesign, do not reduce or enlarge your TIFF or EPS files more than 125% or less than 75%.
- Color TIFF picture boxes with a white background.
- We recommend rotating images in the original creator program rather than in QuarkXPress or InDesign to reduce ripping time.
- To reduce the risk of file corruption during transfer, always "stuff" or "zip" your file.

Sending Your Files:

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

Important Notes About Color:

- Use CMYK process color or PMS. Do not use RGB or any other color systems, as colors can shift dramatically and you will not get the results you were expecting.
- 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:

- Include all printer and screen fonts used in your document as well as all supporting graphic files.
- Always include a hard copy, JPEG or PDF of your document for viewing—marking it 'For Viewing Only.'

If Making Print Ready PDF:

- Make a high resolution PDF.
- Include bleeds.
- Mark as 'Print Ready PDF.'