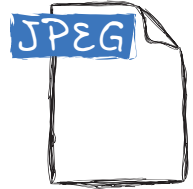# File Preparation/Artwork Guidelines To Help Ensure Success Of Your Print Project

File Format

When the artwork is sent to us, it needs to be "print ready". We only accept PDF & JPEG file formats. We request that you send us a PDF as we prefer to work in a PDF workflow, but a high quality JPEG will work as well. When creating the JPEG, make sure your artwork is at least 300dpi (or better), and that it is saved at maximum quality.

There are many different software applications that allow you to save or print your artwork to a PDF. Acrobat Distiller® comes packaged with Acrobat® and it's the most commonly used software application. However, there are many free or shareware applications that you can also use such as: Primo PDF®, PDF 995®, AcroPDF®, CutePDF® and Bullzip®.
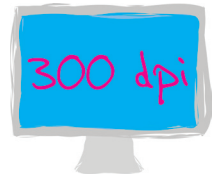
Resolution

To make sure that your art files print with clear crisp images, we require that the artwork you supply has a resolution of no less than 300dpi. Artwork submitted with resolutions lower than 300dpi can produce blurry, bitmapped, or pixelated print.

Note: Images copied from the web are typically 72dpi. They may look good on your monitor, but they are not suitable for print. They also may present copyright issues.
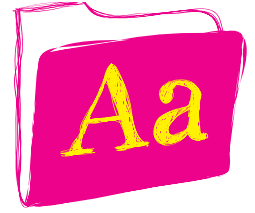
Colors

CYMK (Cyan, Magenta, Yellow and Black) is the industry standard formula. It was created to give accurate color reproductions. Artwork submitted using Pantone®, Spot, or RGB will be converted into the CMYK format when using a digital press. This may cause some slight color changes. If you need an exact duplication of a Pantone® color, make sure to tell us so that we may use the offset process to produce your order.

Our CMYK workflow is monitored and calibrated to maintain these industry standards for color. Your monitor or personal printer may not be an accurate representation of the color you chose in the artwork you supplied to us. That's one of the reasons why we recommend you proof your job before we print it.
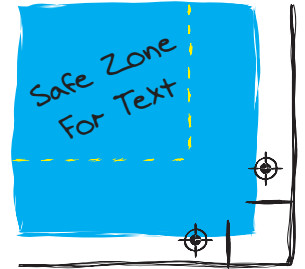
Fonts

In the design world there are many different fonts available. Before sending us your file, turn your fonts into either curves or outlines, which will make the text un-editable. By doing so, you are turning the font into a graphic, which should eliminate all possible font issues.
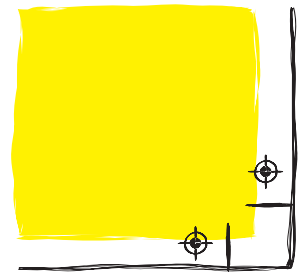
Text

All text must be a safe distance from the edge of the final trim sheet. You should have at least .25" (1/4") of space between the text and the edge of the final trim sheet.

Bleed

Bleed refers to printing an image that goes beyond the edge of the sheet after trimming. For example, to get the background of your flyer to be black all the way to the edge of your sheet, the color must bleed past all of your edges. If the background isn't designed bigger than the finished cut size, you could see white areas on the edges of the finished piece due to variations in printing and trimming. It is recommended that an area of approximately .125" (1/8") be created as a bleed area to be cut away on all sides.

Artwork Size

Below are the specific sizes required when creating a product with a bleed. Remember to add .25" (1/4") to the finished size of the artwork to allow for .125" (1/8") bleed on each edge.

Product Category	Finished Product Size	Artwork Size (w/bleed)
Business Card	2" x 3.5"	2.25" x 3.75"
Letter	8.5" x 11"	8.75" x 11.25"
Tabloid	11" x 17"	11.25" x 17.25"

Important

The graphic file you send us has to be complete. If our graphics department has to make changes to the file (e.g. resize, adjust color, add bleed, etc.), there could be added charges. If that happens, we will always notify you first. Many times there are small issues that can be corrected with little or no cost to you.