

FILE PREPARATION GUIDELINES

To ensure smooth and timely production of your project.

Acceptable file applications

- Photoshop 6, 7 or CS
- Illustrator 8, 9, 10 or CS

We DO NOT accept files submitted in Quark or InDesign.

Please create all layouts as one document, (do not separate the designs panel by panel).

Whenever possible, please include a low res JPEG or PDF for proofing.

PHOTOSHOP

This is the preferred application for supplying high resolution raster images. All files submitted as a Photoshop file should be at a 100% (full scale), in CMYK mode, 100-150dpi (dots per inch), or half size at 250-300dpi. Work in proportion if graphic size is larger than art board size.

For example if graphic is 30 x 90 , work half size at 15 x 45 .Rasterized font layers then save as a flattened tiff file with LZW compression (this window appears as you save your document). Please include the file extension in the name.

ILLUSTRATOR

This is the preferred application for supplying layouts and vector art with maximum compatibility and flexibility. Please supply all Illustrator files in CMYK mode, all text MUST be converted into outlines. The file should be to scale, half scale is also acceptable. All raster images must be linked tiff files (NOT EMBEDDED) and created to Photoshop specifications. Provide all logos and text within the application wherever possible. Please include the file extension in the name.

Please note: Printing in large format does not ensure 100% color accuracy. Colors and photos will print an approximate 95% accurate. we print in CMYK ONLY. Art Submissions with specific Pantone Color call out's will automatically be converted to CMYK. If you require any specific color to be matched, please include a match print, or previously printed media such as a brochure, business card or any printed sample with your desired color. We will make an effort to match your specified color. Since we print in CMYK and not in spot PMS colors, the final color printed may not exactly match the sample(s) provided. For your convenience we do offer test strips prior to final printing for you to review (at an additional cost) This will add 2 (or more) days to your schedule. Any adjustments to color will be subject to additional cost, including any additional proofs that need to be sent out.