

Artwork Prep Guidelines

Artwork files less than 10 megabytes can be submitted to us via e-mail attachment. We also have an FTP site available for large files. Acceptable artworks are: PDF, AI, EPS, TIFF, JPG files

Photoshop:

- For best results, Bitmap Photoshop images should be RGB or CMYK 8-bit TIFF files at no less than 100 dpi and no more than 300 dpi in actual printed size. Files can also be saved as PS, EPS, JPG (use highest quality for jpeg.) Images that will be viewed from more than 3 feet away are rarely more than 150 dpi at print size.
- Flatten Photoshop files*

Illustrator, Freehand or Quark:

- Save Illustrator layouts as AI file format.
- Logos and graphics should be supplied in Vector format to produce best results.
- Convert text to outlines, or supply the fonts used.
- Avoid embedding files in Illustrator layouts. Make all pictures linked TIFF files. Supply pictures separately.

NOTES:

* When a Photoshop file is flattened it reduces the odds of something going wrong down to nearly zero. If layers are present and have text or effects applied to them, and the file is not flattened, there is a possibility that these effects may disappear, when the file is enlarged.

To assist us in achieving the color balance that you are looking for in your image, please identify any Pantone (PMS) colors that are included in your files. When you save your digital files embed the ICC or color profiling data with your images. This will help in achieving the color that you want.

For best color save your image(s) in CMYK color mode, if it is RGB convert it to CMYK. RGB color mode is used for viewing on monitor and it is not recommended for printing purposes.

It is important that if your file contains a raster image it maintain 100dpi at full size

Not every image benefits from a higher starting resolution. It frequently can just create a larger file that takes longer to process and print, without providing any additional quality in the final print.