

# How to Prepare Print Ready Files.



**Please follow these guidelines:**

---

**File Format:** We accept the following file formats: .TIF, .JPG, .PDF, .EPS. Please flatten layers before saving files in above formats.

**Resolution:** All file formats must have a **minimum of 350 dpi** (dots per inch) resolution. Images designed for the web are done at low screen resolution of 72 dpi resulting in poor quality print images.

**Color Mode:** All color artwork and/or images must be provided in **CMYK** color mode. All black and white artwork and/or images must be provided in grayscale color mode. All PMS color must include black separations.

**Fonts:** Fonts must be embedded in PDF files. All Fonts must be outlined or converted to paths or curves.

**Safe Zone:** All critical elements (text, images, logos, etc.) must be kept at least 0.125" inside cutting edge. Anything left close to edge may be cut off during trimming.

**Bleed:** Please build your press-ready digital files by adding 0.1" dimension for all business cards, postcards, rackcards, and add 0.125" for all other products. We require ALL files to be built to the full bleed dimension specified for each trim size. Simply add 0.1" or 0.125" to the overall dimension of your digital layout.

Example: a 2" x 3.5" business card would have a document size of 2.1" x 3.6" and a 8.5" x 11" flyer would have a bleed size of 8.625" x 11.125"

**What's a bleed?** It is the portion of the card that will be trimmed off when cut to final size. **Why bleed?** The purpose of a bleed is to continue a color, image or design to the edge of the card.

**Borders:** Please allow 1/4" cutting tolerance around your card. Due to shifting in the cutting process borders may appear uneven.

**Customer Supplied Art** that needs correcting to comply with these requirements will accrue charges for graphic design time.