

BASIC SET UP

- File should be set-up at 100% of output size if possible
- File set-up at 50% or 25% is acceptable as long as the DPI does not go below 150 DPI at final output size
- All files should include crop marks and 1/4" bleed
- Be sure to include ALL fonts (printer and screen) plus any support images used in the file
- All blacks should be built at: C30, M30, Y30, K100. (C0, M0, Y0, K100 will yield a muddy brown)
- 150-300 DPI at final output size. For larger files, please contact your account representative for exact specifications
- All files must have their extension attached (.eps, .tif, .qxd, etc.)

RASTER SUPPORT IMAGES (i.e. Photoshop)

- All photo based images must be CMYK
- All files should be either in '.tif' or '.eps' format. '.jpg' or '.gif' formatted files need to be re-saved as '.tif' or '.eps' format
- Please do not use LZW Compression

VECTOR SUPPORT IMAGES (i.e. Illustrator)

- All vector based images must be CMYK
- All files need to be saved as '.eps' format
- Embedded files must be included
- Use "masking" or "paste insides" only when needed, too many complex masks will cause rip errors

APPLICATIONS WE SUPPORT

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Acrobat
Quark Xpress
Freehand

