

### BASIC SET UP

- File should be set-up at 100% of output size
- All files should include a 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: C0, M0, Y0, K100
- All duplexed books need to be set up in printer spreads
- 150-300 DPI at size
- Fonts must be MAC system compatible. (TrueType (TT) or OpenType fonts only)
- Pantones must be Pantone Solid Coated spot colors for matching
- When mailing, a 3.25" x 1.25" area must be left blank in the upper right hand corner of the piece for postage metering

### RASTER SUPPORT IMAGES (i.e. Photoshop)

- 150-300 DPI at final size
- All photo based images must be CMYK
- All files need to be "flattened". Any extra channels must be deleted (monotones, duotones, etc.)
- 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 or Pantone Solid Coated
- 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  
Microsoft PowerPoint  
Microsoft Excel  
Microsoft Word  
Freehand

