

### **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 120 dpi at final output size
- Include crop and bleed on the file.
- 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
- No Spot Colors, CMYK only
- 120 - 300 dpi at final output size
- All files must have their extension attached (.eps, .tif, .qxd, .indd, etc.)

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

- All files should be 300 dpi at final output size
- 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  
Microsoft PowerPoint  
Microsoft Excel  
Microsoft Word  
Freehand

