

### **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)
- No Spot Colors, CMYK only
- 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.)

### **SPECIFIC TO "WHITE"**

- Files may be prepared as flood fill or spot
- If spot, file should have SEPARATE layer designating white area(s) with 100% Magenta. This will allow for easy identification in the production stage where this layer will be printed as white
- Double-sided, non-flood files MUST BE 100% symmetrical

### **APPLICATIONS WE SUPPORT**

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe Acrobat  
Quark Xpress  
Freehand

