PREPARE YOUR FILES FOR PRINTING

By providing artwork electronically, the customer has assumed the responsibility for the file accuracy and correctness in file preparation. Because of this, the printer assumes no responsibility or liability for material printed with customer composition errors. Please review the following instructions to help you create and submit your artwork. Submitting artwork that meets these guidelines will help ensure that your order is accurate and meets your expectations

Acceptable print-ready files will be based on the following:

Software Compatibility

- InDesign
- Illustrator
- Photoshop
- Freehand

Application Files (MAC or PC)

- Application files need to be supplied with a PDF for copy.
- All page layout files with 0.125" bleed, fonts and supporting art files & images need to be included. Supporting images must be a minimum resolution of 300 dpi. Any Foil/Emboss orders require a minimum resolution of 600 dpi.
- **If you must use a Microsoft Office program,** the files are subject to our review and acceptance.
- Four color files are to be CMYK. Though we can do this conversion, we encourage you to do this since the resulting color shift may not be acceptable. We cannot be responsible for color accuracy since this is an automatic conversion.
- In the case that application files are provided and need to be applied to a template, or file errors result in new files being provided, the customer will be billed for preflight and prepress editing at our current hourly rate.

PDF Files

- Files need to be print output ready in a PDF format. (All 0.125" bleeds in place, fonts embedded, embedded scanned graphics and photos at a minimum resolution of 300 dpi, and any Foil/Emboss orders require a minimum resolution of 600 dpi.)
- Spot colors need to be correctly named and separated if not printing four color process.
- Four color files are to be CMYK. Though we can do this conversion, we encourage you to do this since the resulting *color shift may not be* acceptable. We cannot be responsible for color accuracy since this is an automatic conversion.
- In the case that application files are provided and need to be applied to a template, or file errors result in new files being provided, the customer will be billed for preflight and prepress editing at our current hourly rate.

For Your Information

- We accept all PC and Mac compatible files.
- There is an upcharge for artwork not created with our compatible software.
- Please submit composite printouts, mock-ups and/or low-res PDFs.
- Save graphic files in .eps or .tiff format. No .pict .jpeg or .giff files.
- Normal production time begins after our receipt of approved proof.