



File Preparation Tips

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Acceptable file formats:

- * Adobe Photoshop CS2 (fonts rasterized or font files attached)
- * Adobe InDesign CS4 or earlier (files preflighted and packaged and or fonts outlined)
- * Adobe Illustrator CS2 (fonts outlined or attached)
- * Microsoft Publisher 2003
- * Microsoft Word
- * Microsoft Excel
- * Microsoft Powerpoint
- * .pdf (fonts embedded, graphics compressed to 300 dpi)
- * .tif
- * .jpg
- * .eps

In order to serve you better, we ask that you please include the following for all graphics files:

- * Any fonts used
- * Any graphic files used
- * Detailed instructions
- * A printed sample (when possible)

Some things to consider before turning in your files:

- * Are all of your fonts and images used included with your file? If sending an InDesign file, please preflight & package your file.
- * Are all of your images in the correct color format?
- * Full color output should be CMYK (please convert RGB images), 1 or 2 color jobs should be process black plus a Pantone swatch.
- * B&W output should be either greyscale or bitmap (please convert RGB images)
- * If your file bleeds (the image extends to the edge of the document) please extend the image at least 1/8" beyond the edge and ensure that all text and images you don't want cut off are within a 1/8" margin inside the edge.
- * Are your fonts Truetype or Postscript? If possible, please use Postscript fonts. (Truetype fonts are unstable and can cause undesirable results.)

Taking the time to properly prepare your files not only will save you time and money, it will ensure that your project will come out looking the way you want! Please do not hesitate to call us with any questions!