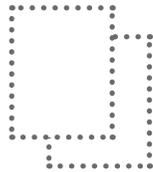


What do these terms mean?

**Borders**



If your graphic files contain a border, the border must have a minimum 1/8" (0.125") from all surrounding edges. If you leave less than 1/8" (0.125"), your finished product may result in unequal borders from top to bottom and from side to side. This is due to the final cutting process in which some "draw" or "slippage" might occur. Ideally, you want to create the border with 1/4" (0.25") from all surrounding edges.

**Crop Marks**



Please ensure your files are saved without any crop marks as these marks will be considered part of the artwork and will end up being printed on the finished product

**File Sizes**



Digital files must be built at the correct bleed size. If the print is to go all the way to the edge of the paper, your files must be built to the final trim size plus bleed. This means your files should be 0.25" larger than the product size that you are purchasing. (i.e. 2x3.5 business card = 2.25x3.75 graphic file).

**File Types**

untitled. (?)

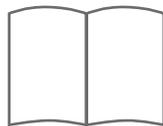
- .PSD - Photoshop
- .EPS - Illustrator
- .BMP - Bitmap
- .PUB - Publisher
- .INDD - InDesign
- .TIF - Tagged Image
- .PPT - PowerPoint
- .PDF - Adobe Acrobat
- .PPT - PowerPoint
- .JPG - Joint Photographic Experts Group

**Fonts/Text**



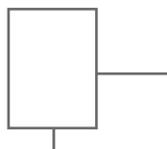
Please make sure that you are not using a font size smaller than 7pt. If working out of vector based software such as Illustrator or InDesign, all text must be converted to outlines before generating the final PDF file. If working out of Photoshop, simply flatten the image. When using MS Publisher, it is important to ensure the photos, graphics, and fonts are embedded into the file.

**Multi-page**



When submitting a Booklet/Catalog graphic file, page 1 of your multi-page PDF should be the outside front cover, page 2 should be the inside front cover. The last page of your multi-page PDF should be the outside back cover. The multi-page PDF should also have a page count that is a multiple of four (12,16, 20,etc.) and each page must be built to the final trim size plus bleed.

**Orientation**



The front and back sides of your graphic files should have the same orientation. If the front is in the portrait format and the back is in the landscape format, one page will need to be rotated 90°.

What do I check before sending files?

Typographical



Make sure you have proofread your artwork to ensure the spelling and grammar is correct.

Vector vs. Raster



Vector graphics are created from points, lines, shapes and curves that are based on mathematical formulas. These elements are filled with color, blends, tints or gradients, and lines have a stroke attribute such as a solid or dashed line with different thicknesses and colors. As a result, vector has crisper edges than raster.

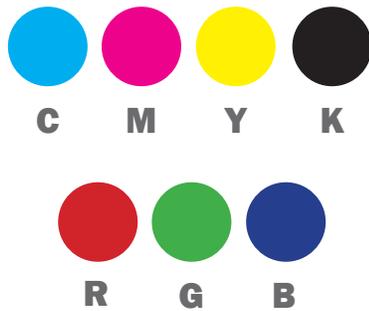
Resolution



All submitted files must have a minimum resolution of 300 dpi (dots per inch). Images with a resolution less than 300 dpi will reproduce poorly when printed and the image will look fuzzy and/or pixelated. If your images are from a website on the internet, there is a good chance that the resolution will not be high enough for printing.

The internet displays images at 72 dpi so that the images appear quickly over an internet connection, but such images should not be used for printing. If you submit low resolution images or you should be aware of the resulting loss of quality and accept the final image as is. A 72 dpi CANNOT be increased to 300 dpi in a photo editing software as this will NOT result in an improved image.

Color



Most graphics software programs give customers the choice to work in either the RGB or CMYK color mode.

Scanners and digital cameras create images and computer monitors display images using a combination of just three colors, RGB. Digital printing and offset printing presses print full color pictures and images using a different set of colors, CMYK. This is a 4-color process or full-color printing.

All files submitted should be created using CMYK to best ensure color accuracy. Otherwise, if the submitted files are created using RGB, the files, once uploaded, will be converted to CMYK in order to print the order. This conversion will likely create a slight color shift in the final printed piece.

Files that require a specific PMS color match should have the color indicated in the build of the file and note that when submitting the file to be printed. PMS color matching may incur an additional fee for certain projects.

## Understanding Bleed, Safety and Final Trim

Text or images that are not meant to be trimmed off the edge of your final printed piece must be 1/8" (0.125") from the edge of your layout (also known as Safety). Images that are meant to go to the very edge of your design must extend into the bleed area 1/4" (0.25").

Due to the very small shifting that occurs during cutting, it is NOT recommended that you use a border less than 1/4" (0.25"). We cannot guarantee that small borders will be the same on all sides after trimming if you have used a border less than 1/4" (0.25").

### BLEED

Bleed is an extra 1/4" (1/8" on each side) added to the final size (Trim size) to accommodate any text or images that run over the edge, or BLEED of the piece. In this case (using Photoshop) set the document size to 4.5" to 5.75" at 300 dpi.

### SAFETY

Safety is at least 1/8" from the final trim size. Don't place any critical images or text beyond the safety to avoid it getting cut off when the finished piece is trimmed.

### FINAL TRIM

Trim size is the final, cut size of the finished printed piece. In this case, 4.25" x 5.5"

