File Preparation Guidelines

For best results, please follow our guidelines.

NOTE: Not following these guidelines may jeopardize the quality of your prints. If prepress is needed to get your files print ready, there will be a prepress rate of $60 per hour with a $15 minimum.

Acceptable File Formats:

We accept the following file formats only: PDF (preferred), AI & EPS (outline any text), , JPEG, PNG, TIF, TIFF. ***(All Microsoft files must be converted to PDF before sending.)***

Resolution:

All file formats must have a minimum of 300 dpi (dots per inch) resolution.
The images designed for the web are done at a low screen resolution of 72 dpi. Print images need to be created at 300 dpi or there will be a substantial drop in the image quality.

Color Mode:

All color work and/or images must be provided in CMYK (cyan, magenta, yellow, black) color mode.
All black & white artworks and or images must be provided in grayscale color mode.

Bleed:

What's a bleed?

Bleed is the portion of the product that will be trimmed off when it is cut to the final size.

Why bleed?

The purpose of a bleed is to continue a color, image, or design to the edge of the product. Due to the possibility of shifting in the printing/trimming process, a bleed is required to ensure that a white line does not show on the edges of your product.

We require that any print that you want printed to the edge include a bleed. The bleed needed is .127" added to each dimension. (example: a 3.5"x2" finished business card would need to be built as 3.627"x2.127"). If you do not need a print to the edge, please leave a minimum of .1875" of white space from the outside edge of the print.

We automatically trim the bleed off of each side, which will result in the desired final trimmed size.

FONTS:
a. Fonts must be embedded in PDF files.
 b. Fonts must be outlined or converted to paths or curves in EPS and AI files.
 c. Some fonts have copyright restrictions and will not embed in PDF Files.

SAFE ZONE:
All critical elements (text, images, logos, etc.) must be kept at least 0.1875" inside the edge. Anything left close to edge may be cut off during trimming.

BORDERS:
Please allow .1875" cutting space around your card. No borders are recommended, as shifting in the cutting process may make borders appear uneven.