HOW TO PREPARE
ready to print
FILES

FOR BEST RESULTS, FOLLOW OUR GUIDELINES.

file format

We accept the following file formats: .TIF, .TIFF, .EPS, .AI, .PSD, .JPG, .PNG & .PDF.

resolution

Picture created and printed at a high resolution of 350 dpi.

Picture created at a low resolution of 72 dpi will cause the image to be jaggy and not crisp.

All file formats must have a minimum of 350 dpi (dot 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 350 dpi or there will be a substantial drop in the image quality.
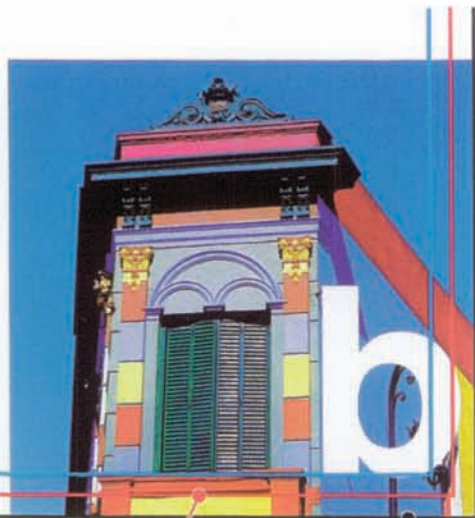
color mode

c m y k

All color artwork 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.

fonts

· Fonts must be embedded in .PDF files.

· Fonts must be outlined or converted to paths or curves in .EPS files

· Some fonts have copyright restrictions and will not embed in .PDF files.

· Quark Express files: Fonts and images must be included with all the files submitted (Mac only).

bleed

Safe Zone: All critical elements (text, images, logos, etc.) must be kept inside the blue line.

Trimming Zone: Allow 1/16" cutting tolerance around your file.

Bleed Zone: Make sure to extend the background images or colors to the edge of the box.

what's a bleed

It is the portion of the card that will be trimmed off when 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 card.

borders

Please allow 1/16" cutting tolerance around your card. We recommend no borders due to shifting in the cutting process. Borders may appear uneven.

templates

Please build your press-ready digital files by adding 0.1" dimension for business cards, postcards and rackcards. Add 0.125" for all other products. We require ALL files to be built to the full bleed dimension specified for each trim size. We automatically trim 0.05" or 0.0625" off of each edge, which will result in the desired trim size. Simply add 0.1" or 0.125". Example, a 5"x7" would have a bleed size of 5.1"x7.1" and 8.5"x11" flyer would have a bleed size of 8.625"x11.125".

For the best results, please use our downloadable templates that are available through our website. All the available templates already have the correct bleed, dimensions and resolutions.