

# File Preparation Guidelines



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In order to keep your costs down, we ask that you provide us with artwork following the guidelines below. Files provided outside these guidelines may result in delays and/or additional billing time. Please feel free to contact us with any questions.

## 1. PLEASE INCLUDE A PROOF FILE IN A JPG FORMAT

Our artwork and print files will be checked against the proof you provide.

## 2. PLEASE PROVIDE CONTACT INFORMATION

Please include an email address where you would like all digital proofs to be sent.

## 3. PLEASE INDICATE ALL DESIRED COLORS

In order to match our prints to the colors desired we require that you call out all pantone colors.

If a specific CMYK color is desired please use a Pantone Process Color System Book number to call it out.

## 4. THE FOLLOWING FILE FORMATS WILL BE ACCEPTED:

### ILLUSTRATOR (.AI)

This is our preferred format.

ALL DIE LINES SHOULD BE SAVED IN THEIR OWN LAYER IN THE FILE, SEPARATE FROM THE ART.

All Illustrator files must be in CMYK color mode.

### PDF (.pdf)

If the file was originally created in Illustrator please send the Illustrator file instead of a pdf version.

pdf's must be saved in CMYK color mode.

### EPS (.eps)

All eps files must be saved in CMYK color mode.

ALL DIE LINES SHOULD BE SAVED IN THEIR OWN LAYER IN THE FILE, SEPARATE FROM THE ART.

### PHOTOSHOP (.psd)(.TIFF)

All Photoshop files must be saved in CMYK format.

If Photoshop files are being submitted please provide vector versions of all dielines separately (.ai or .eps).

ALL DIE LINES SHOULD BE SAVED IN THEIR OWN LAYER IN THE FILE, SEPARATE FROM THE ART.

Resolution should be set at 150 DPI at 100% scale.

## THE FOLLOWING GUIDELINES APPLY TO ALL FILE FORMATS:

### A. INCLUDE ALL LINKED IMAGES

All linked files should be included with your art in a separate folder titled "links."

Do not embed linked files.

Linked images should be saved at 150 DPI at 100% scale (the size they appear in the final art).

Linked images should be sent as .tif or .eps files. These formats lose less data than .jpg or .gif files.

If Photoshop files are linked please provide the original Photoshop file so that it can be edited if necessary.

### B. INCLUDE ALL FONT FILES OR OUTLINE ALL TYPE

If revisions are expected, please include the font files in a Mac compatible format. Outlined type cannot be edited.

### C. DIE LINE REQUIREMENTS:

Dielines should always be placed in their own layer, separate from the art.

For non-illustrator formats please include a separate dieline file in a vector format (.ai or .eps).

Do not embed dielines into artwork.

### D. PLEASE INCLUDE 1/4" BLEED FOR ALL ARTWORK

This includes any window cut out.