

SPECIFICATIONS

FILE FORMAT

Accepted Applications:

lower versions of programs below also accepted

Adobe Acrobat – High Quality PDF
Adobe InDesign CS5
Adobe Illustrator CS5
Adobe Photoshop CS5

Sorry, we do not accept PowerPoint, Publisher, Excel, Corel Draw, Pages, Freehand or Multi-Ad Creator files unless exported as a pdf.

IMAGE RESOLUTION

Color Images – minimum 300 dpi at 100%
Continuous Tone or Grayscale – minimum 300 dpi
bitmapped tif files – min. 600 dpi / max. 1200 dpi
eps, tif or jpg – no compression

DIGITAL CAMERAS

When taking digital pictures, please set your camera to the largest setting for high resolution. Also, please turn off the date/time stamp.

Please DO NOT color correct or alter the original.

COLOR

All colors must be in CMYK mode (not RGB), with process separation on. Pantone and TruMatch colors should be converted.

DO NOT embed any color profiles.

When using black in large areas or with text over 12pt, please fill with C-30, M-20, Y-20, K-100.

Due to quality and print issues, we **cannot accept** the following:

1. Low resolution images (under 300dpi).
2. Images from websites.
Most pictures or graphics from websites are low resolution. Please do not send these files.
3. Images formatted as:
PICT, CT, DCS, RIFF, OPI, GIF, BMP, PCX, PNG, TARGA, IFF, PIXAR, WPX or Metafiles
4. Spot, Pantone, TruMatch or RGB color modes.
5. Styles applied to type in your application menu.

For more information, contact Tom Loucks ext. 3556 1-888-569-5100 Hours 8:00am-4:30pm est.
or Jonathan Miller ext. 4470 1-888-581-8369 after 4:30pm est.