

File Preparation

Digital Dept.
Technical Note

To ensure your job goes through production as smooth as possible, please prepare your files using the following guidelines:

Platform

We accept both Mac & PC files.

Color

Files can be created in either RGB & CMYK color spaces. Make sure to embed your profiles when saving your files. If there is no embedded profile, Adobe RGB 1998 will be used for RGB files and US Web Coated (SWOP) v2 for CMYK files. If PMS matching is required, build your files using PMS numbers, not 4 color process values. Always supply a proof for color matching. Keep in mind that a laser copy is not a proof. Always build your black vector objects at 60-40-40-100 for CMYK and 0-0-0 for RGB files.

Font

Include all the fonts used in your document, or convert them to outlines.

DPI

Please refer to our DPI chart for optimum resolution for each device. Remember your file size will be about a quarter, if you make your file half the DPI. Your file will not print any better by giving us more than optimum DPI for each device.

Scale

It's highly recommended to build your files at 1/12 scale. For example, if your final output file will be 10 x 15 feet (120 x 180 inches), make your file at 10 x 15 inches. Please refer to the resolution chart to determine necessary DPI.

File Type

Illustration Files: Adobe Illustrator (EPS, AI)

Reduce the size of all images before placing (see our resolution chart). Embed all images. If color matching is required, include the images as separate files.

Print Ready Files: Adobe Acrobat (PDF)

Only high resolution PDF files can be printed. If you want to streamline your files, you can save them as PDFs. PDF will give you many useful options when saving. One main advantage is to be able to select DPI for all images. You can lower the resolution of all images with a click of a button, if they are too high. You can also save a preset of your setting for future use. Make sure your PDF file has only your design and not any other text or element. Your design can have bleed or be exactly the same size as your PDF file.

Image Files: Adobe Photoshop (TIFF, PSD, EPS, JPEG)

Please refer to the resolution chart to determine necessary DPI.

Page Layout Files: Adobe InDesign & QuarkXPress (INDD, QXD)

Make sure to include all the links. Reduce the file size of all images before linking (see our resolution chart). Use master pages for common elements.

If you have any questions call: (800) 979-4446



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