

ARTWORK FILE PREPARATION

Rule #1

Don't stress out about file preparation. We are here to help. Just call us at 512-472-4090 and we will answer your questions.

PDF FILES ARE PREFERRED

Our goal is to provide a quality product as quickly as possible. If you send files that are not print-ready PDF files, we will export the files to PDF and send you an electronic PDF proof. This will delay the production process and add time to the completion schedule.

When you export your files to PDF from applications such as Illustrator, InDesign, or Photoshop, follow these guidelines:

- Save in CMYK Mode
- Flatten all layers and transparencies
- Make sure the resolution of all photographs and images are a minimum of 300 dpi
- Export your file at 300 dpi
- Embed all linked files
- Create outlines for all fonts
- Design your document to make sure all important information is at least 1/8" inside the final trim line.
- Add 1/8" bleeds and trim marks if your background or any images extend out past the trim line.
- We accept multi-page files. You do not need to send front and back files separately.
- Ensure the file is sized correctly for the size you want printed. For example, if you are sending a file for a postcard to be printed 4" x 6", make sure the file is sized to 4" x 6" plus any applicable bleeds.
- **CAREFULLY REVIEW YOUR PDF FILE BEFORE YOU SEND IT** to confirm the export to PDF has not altered anything in the file and ensure everything still looks as intended.