

## SPECS FOR PRINTED ARTWORK AND DESIGNS PROVIDED BY CUSTOMER

### File Formats:

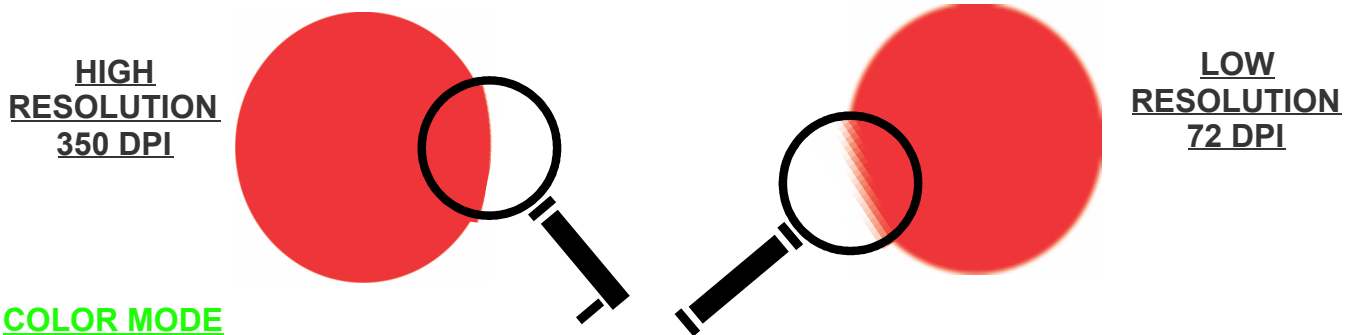
We consider the following formats "Print Ready":  
TIFF, JPG, EPS, and PSD

The Following Formats Are Subject To A \$7.50 Conversion Charge:  
PLT, PDF, CDR, and AI.(Ver 9 or lower)  
Must change all text to outlines.

The Following Formats May Require Additional Conversion Charges:  
Power Point, Excel, Word and Publisher

### RESOLUTION (Dots Per Inch - DPI)

All file formats for printed products must have a minimum resolution of 350 DPI at actual size. For signs, the DPI should be 200 at actual size. Images designed for the web are done at a low resolution of 72 DPI and which results in a substantial drop in image quality.



### COLOR MODE

All images must be provided in CMYK (Cyan, Magenta, Yellow, Black) Color Mode. Black and white images must be in Grayscale Color Mode.

### BLEEDS (Portion trimmed off when cut to size)

Business cards ..... Add .05" bleed on all 4 sides or total  
And Post cards ..... .1" bleed on each dimension

Brochures ..... Add .0625" bleed on all 4 sides or total  
Envelopes ..... .125" bleed on each dimension

Flyers .....

**SAFE ZONE**- All critical elements of the print must be at least .125" inside the safe zone. Anything closer could get cut off.

**TRIM ZONE**- Allow 1/16" cutting tolerance around the file.

**BLEED ZONE**- Make sure to extend background images and colors to the edge of the bleed zone.

**BORDERS**- Borders are not recommended for business cards as shifting in the cutting process may make borders appear uneven.

