

Preparation & Transmission of Art Files

- + **Please be sure** to carefully read and follow the guidelines provided in this booklet to ensure that your graphics are produced optimally by your specified deadline.

Guidelines for File Preparation

- + **Templates**

Please use the templates provided by your account representative to design your art

- + **Accepted file formats**

Vectorized PDF or EPS files (important: All fonts must be vectorized and image links must be incorporated)

High-res PDF image files

- + **Image resolution**

Final size at 100 dpi or 300 dpi for a file at ¼ of final size

- + **Color**

CMYK colors are preferred.

RGB colors are not accepted.

You may also provide us with PMS references if you know them.

For black-colored areas (wide format), we recommend reinforcing the black by 20% with three other colors.

This information is provided as a guide to help ensure optimal print production. If these suggestions are not followed, the company cannot be held responsible for print quality. Should non-compliance with these guidelines require the intervention of a designer or graphic tech specialist, all modifications of original art files or additional orders could result in billing of additional fees for your project.

