

Please review each of the following print ready criteria to avoid the most common file preparation issues. This will help ensure your print job stays on schedule.

- File Size (Bleed)**

Your files must be built to the final trim size plus bleed. This means your files should be 0.25" larger than the product size that you are purchasing. (i.e. 2x3.5 business card = 2.25x3.75 graphic file). In the case of Envelopes, all text and images must be .375" from each final edge of the Envelope and images cannot bleed off the edge.
- No Crop Marks**

Please ensure your files are saved without any crop marks as these marks will be considered part of the artwork and will end up being printed on the finished product.
- Fonts/Text**

If working out of vector based software such as Illustrator, InDesign, or Freehand, all text must be converted to outlines before generating the final PDF file. If working out of Photoshop, simply flatten the image. Please also make sure that you are not using a font size smaller than 7pt.
- Resolution**

We recommend that all images used are at least 300dpi. Submitting files with a lower resolution than 300dpi can make the image look pixilated and blurry.
- Color**

We require that all graphic files be built using CMYK to ensure color accuracy prior to being uploaded. Files submitted in RGB or using PMS colors will be converted to CMYK, which could cause a slight color shift in the finished product. Files should also be built using the US Sheetfed Coated V2 color profile.
- Safety Zone**

Do not place any critical images or text beyond the safety zone, which is at least 1/8" from the final trim size, in order to avoid it getting cut off when the finished piece is trimmed.
- Typographical / Grammar Errors**

Make sure you have proofread your artwork to ensure the spelling and grammar is correct.
- Borders**

If your graphic files contain a border the border must have a minimum 1/8" (0.125") from all surrounding edges. If you leave less than 1/8" (0.125"), your finished product may result in unequal borders from top to bottom and from side to side. This is due to the final cutting process in which some "draw" or "slippage" might occur. Ideally, you want to create the border with 1/4" (0.25") from all surrounding edges.
- Orientation**

The front and back sides of your graphic files should have the same orientation. If the front is in the portrait format and the back is in the landscape format, one page will need to be rotated 90°.
- Multi-Page Documents (Booklet/Catalog Orders)**

A multi-page document should only be used when submitting graphic files for a Booklet/Catalog order. When submitting a Booklet/Catalog graphic file, page 1 of your multi-page PDF should be the outside front cover, page 2 should be the inside front cover. The last page of your multi-page PDF should be the outside back cover. The multi-page PDF should also have a page count that is a multiple of four (4) and each page must be built to the final trim size plus bleed.