



## File Preparation

### Accepted File Types

- Illustrator (.ai, .pdf, .eps)  
Photoshop (.psd, .tif)  
.jpg ONLY acceptable for printing if they are created at 300DPI/PPI

### Suggested Output

- 150dpi at output size for close- up viewing, 50 to 100dpi at output size for less than 10ft viewing distance.
- Output Photoshop documents at 300dpi and create at actual size.

### Accepted Media

- CD, DVD, Flash Drive, Email, DropBox

Below is an example of a low resolution 72 DPI image versus a 300 DPI image at 100%.

### Before Saving File !!!

- Convert all text to outlines or include all Mac font sets in zipped folder.
- Embed raster images.
- Build files as close to actual size as possible, or work in 1/2 or 1/4 scale of output size.
- It's not necessary to build files with extended bleed or crop marks.
- For best results, submit art in CMYK format and raster art in RGB, if file contains both, submit RGB.
- Color matching is done at output. Please specify coated PMS# in your file or provide a sample to match.

Note: In the event usable artwork is not supplied by the customer File Setup fees may apply. This can include but is not limited to improperly saved .eps/PDF files, improper or unsupported file extensions, poor resolution, excessively large image file, or corrupted files.

High Resolution 300 DPI Image



Low Resolution 72 DPI image

