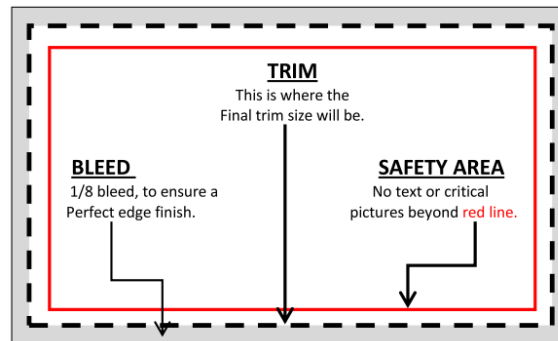


# Tips On Sending A File

## 1. Size & Bleed

Files need to be built to the final trim size plus 1/8" bleed on each side. Therefore, if you are ordering a 5 x 7 postcard, the graphic file's size should 5.25" x 7.25". When generating the file into the proper format, do not use any crop or printer's marks as these will increase the dimensions of the design file.



## 2. Image Resolution

For best printing results, we recommend files to have a resolution of at least 300 dpi. Submitting files with resolution lower than 300 dpi may result in the print turning out pixilated or blurry.

## 3. Color Mode

All full color artwork and/or images must be saved in CMYK (cyan, magenta, yellow, black) color mode. While black and white artwork and/or images must be in grayscale color mode.

## 4. Safety Zone

Do not place any critical images or text beyond the safety zone, which should be at least 1/8" within the final trim size. This will ensure that they are well within the finished piece when it is trimmed.

## 5. Font & Lines

When creating files on 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. Do not use fonts smaller than 8 pts. Note that small or very narrow fonts may not render well on print against dark backgrounds.

Keep all lines at least .25 pts thick. While thinner lines may be visible on screen, they may not show on print.

## 6. Artwork with Borders

When trimmed, the border should be 1/4" thick. Therefore, it should be set up to be 3/8" from the bleed line. There is a cutting tolerance of 1/16" which may cause uneven borders. We do not recommend borders. However, if they are necessary in your artwork, keep the minimum border thickness to make it possible for us to cut as evenly as possible. We do not guarantee perfect trimming.

## 7. Type of File

To ensure a quick turnaround time and no extra setup fee, you must provide a high-quality PDF file for us to use. You can create your document in any application and then convert the file. If you choose to send another file type additional fees will apply

