



## Graphics File Preparation Guidelines

We are PC based. Please save all files so that they can be opened in a MS Windows environment.

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**For Vinyl Graphics, Screenprinting, Dimensional** - Your art does not include photographic images or gradations

### Adobe Illustrator (CS v.11.0 or earlier)

- Create at 100% final print size
- Save as .EPS or .AI
- Be sure to convert all fonts to paths / outlines.
- Do not link (or place) files. Submit one ready to print file (per print)
- Include hard copy/print out

### Corel Draw (v.10 or earlier)

- Create at 100% final print size
  - Save as .CDR or .EPS
  - Be sure to convert all fonts to paths / outlines.
  - Do not link (or place) files
  - Submit one ready to print file (per print)
  - Include hard copy/print out
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**For Large Format Digital Printing** - Your art includes photographic images or gradations

### Adobe Illustrator (CS v.11.0 or earlier)

- Create at 100% final print size
- Save as .EPS or .AI
- Be sure to convert all fonts to paths.
- Do not link (or place) files. Submit one ready to print file (per print)
- All bitmap images should be 100dpi for quality output
- Include hard copy/print out

### Corel Draw (v.10 or earlier)

- Create at 100% final print size
- Save as .CDR or .EPS
- Be sure to convert all fonts to paths.
- Do not link (or place) files
- Submit one ready to print file (per print)
- All bitmap images should be 100dpi for quality output
- Include hard copy/print out

### Adobe PhotoShop (CS2 v.9.0 or earlier)

- Create at 100% final print size
- Save as .PSD, .TIF or hi-res JPG
- Make sure all images are embedded
- Do not link (or place) files
- Flatten before saving
- Include hard copy/print out

**Adobe Acrobat PDF\*** please read below under PDF Files heading for further instructions.

- Save as PDF PRINT OPTIMIZED with all fonts converted
- Be sure to convert all fonts to paths.
- CMYK color
- Be sure file is at correct proportions to be scaled up to final size before printing
- Include hard copy/print out

Note: Go to menu / view / print size to see artwork at actual print size and to check for jagged edges from low resolution image files.

## Quark Express

### PDF Files Only - Do Not Submit a Quark File

- Save as PDF - PRINT OPTIMIZED w/ proper resolution
- All images must be 100dpi at final print size
- Create at full size if possible - be sure proportion is correct for resizing
- DO NOT SUBMIT MAC FILES OR MAC FORMATTED DISKS
- Include hard copy/print out

**Important:** we **can not use** files generated by desktop publishing, presentation or word processing software i.e. MS Publisher, MS Powerpoint, MS Word, MS Excel...etc.

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### Resolution Requirement:

All Photoshop or other (tiff) bitmapped digital images must be supplied at a resolution of 100 - 120 ppi (pixels per inch) at the finish size of the graphic being produced. *EXAMPLE:* a 12" x 12" bitmap file will be about 4 meg in size at 100 ppi. A rough estimate on file size would be 4 megabytes per square foot.

### \* PDF files:

We obtain excellent results when printing **PDF** files saved for **Print Optimized\*** (not for web use). Please open the file on another computer (i.e. Acrobat) to verify the file will print properly, is **sized at 100% actual size of sign or graphic to be printed**, all images in the file are at least 100dpi at full print size and fonts are correct. We cannot easily manipulate PDF files.

\* The **Print Optimized** job options are for PDF files that will be printed as high-quality final output. For a PDF file to be portable at a minimum, you should embed all fonts.

### Proofs:

Available by request and sent by FedEx overnight at an additional charge of \$35.00. Although we use high quality equipment, we cannot guarantee perfect color matches. Colors will be matched as close as possible to a PMS or printout. Otherwise we will print the file as sent with no guarantees, returns, or refunds.

### Art Charge:

If your files are not ready for print, in some cases we may be able to fix them at the rate of \$75.00 per hour with a minimum charge of \$45.00.

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## Sending Us Your Files:

- **PC Formatted Storage Media:** CD-ROM, ZIP 100 & 250mb
- **E-mail:** files smaller than 20mb