

Preparing Files

Our best practices will help your project be a success.

ACCEPTABLE FILE TYPES

While a high-resolution pdf file is our first choice, we accept the following common file types from both Mac and PC platforms:

- PDF: Make sure all fonts are embedded, all images are hi-res, crops and bleeds are included and it is CMYK color space.
- Adobe InDesign: INDD
- Adobe Illustrator: AI, EPS
- Adobe Photoshop: JPG, TIFF, EPS
- Quark: QXD, QXP

If you have a different type of file you'd like to send us, call 713.869.7700 to confirm that you're sending it to us in the best format and that your file will not incur a surcharge.

FILE NAMES

Please name each uploaded file(s) with 19 or less characters. The file extension is included in the 19 characters.

IMAGE FILES

- Please submit all image and graphic files linked to or used in your document.
- Do not embed image files into your layout.

FONTS

Please submit your files with all the necessary fonts included, both screen and printer fonts used in your document.

COMPRESS FILES

When uploading, please compress (either .sit or .zip) your file(s) into one archive to ensure integrity. Sending compressed files also takes less time to upload.

RESOLUTION

For best results save your artwork to 300 dpi (dots per inch) at the final print dimensions. For large format save your artwork at 150 dpi at actual size.

COLOR MODES

No RGB images. Please convert to and save all your images in CMYK mode. If you need us to match a special color, please supply a PMS color/number or a hard copy at time of order. There is an additional cost for this service.

BLEEDS

A bleed is basically an extension of the image which will be cut off. A bleed occurs when the ink prints to the very edge of the paper. Be sure to create your artwork at least 1/8 inch (.125) larger per side than the actual trim size.

PROOFREAD

Please spell-check your document and review all other information carefully before submitting your files to us to ensure accuracy and avoid additional cost for re-ripping the file to our presses and producing a new proof.

ADDRESS LISTS

Address lists need to be submitted as a database file such as Excel®, FileMaker®, or any comma-delimited or tab-delimited file. We will need the address list file at the time you submit your artwork file.

PRINT GUIDE

To ensure your project prints correctly, send a mock-up or dummy of your job to serve as a guide. Also, include a low-resolution pdf file.

CONTACT INFORMATION

All files and medium sent to us should have your company's complete name and your contact person's information.