SUBMITTING YOUR
DIGITAL FILES FOR PRINTING

File Naming
Front and back sides of offset print jobs must be submitted as separate files. You must indicate which side is front and which is back; as in, "myfile_front.eps" and "myfile_back.eps".

Colors
All images must be in CMYK color mode. Duotone images and Pantone colors must be converted to CMYK for four-color output. RGB images must be converted to CMYK and color shift should be expected. The optimal way to design for print is to choose colors based on a Pantone Process Color swatch book, or other table showing CMYK percentage values of the desired color. Unless specified, all color sides will include a gloss UV coating. Other finishes are available for additional charge, and must be specified in your order. Call for options and cost.

Resolution
Files submitted for digital offset printing should be 400 DPI at the actual size that they will be used. A 4.25 X 6.25 photoshop EPS file in CMYK mode should be 16.2 megabytes. Anything over 400 DPI will be discarded. Please don't include more data than is necessary. Files less than 400 DPI or scaled up from a lower resolution may print with a lower image quality.

Scanning
When scanning artwork for printing it is usually a good idea to scan at a higher resolution than will be needed for your print, than sample the file down to the 400 DPI resolution needed for printing. When this is done, detail that may not be picked up in a 400 DPI scan, may be preserved and reproduced in your print. Be sure to convert your RGB scans to CMYK for printing.

File Formats
Currently we accept the following formats: Photoshop EPS, Illustrator EPS, Tiff, JPEG and Press Quality PDF. See guidelines below (Other File Types) for setup and creation of acceptable files from other applications.

Size and Bleed
We have many standard print sizes, and many custom size options available. For all jobs, a bleed is necessary if a color other than white is to extend "off" any of the four sides. If no bleed is desired (i.e., the background of the business card is white), the file may be built to the cut specifications (3.5 inches wide by 2 inches high for a business card). If a background color other than white is being used, please extend the file size by 1/8" (.125 inch) on all four sides (for a file size of 3.75 by 2.25 inches). This will give us enough tolerance for cutting purposes to ensure that no white borders appear around the edge of your cards.

Trim
It is very important to keep all type a minimum of 1/8 inch away from the trim edges for both the postcards and business cards (.25 inch from edge of a full bleed card). This is to ensure that no type is trimmed off.

Rich Blacks
Whenever any areas of black are being used (any design element or fonts larger than 20 points), please use a rich black rather than a single color black. A good mix is 50 Cyan, 50 Magenta, 50 Yellow and 100 Black.

Photoshop EPS and JPEG Files

Bitmap files should be 400 dpi (dots-per-inch) and always in CMYK color mode. Layers need to be flattened, and all vector data must be rasterized. For compressing files to reduce sizes, you can choose to save EPS files with JPEG (maximum quality 10 or higher) compression to reduce the file size substantially.

Illustrator and InDesign Files

All fonts need to be converted to outlines after designing. Run the cleanup filter as well (Object:Path:Cleanup) before saving to eliminate any hidden spaces and points. If embedding bitmap images, it is imperative that the bitmap files are the proper dpi and are CMYK. Once an embedded eps file is created, it is locked, so if there is anything wrong with your bitmap files we can do nothing to fix them. Please make sure your page size corresponds to the size of the job postcard that you are ordering. See Size and Bleed above to ensure proper dimensions. If you are using transparency features, particularly any transparency involving gradients and bitmaps, be sure to flatten the file you are submitting. Check the flattened file for hairlines and other errors you would not want to print.

QuarkXPress

If you are using QuarkXPress to create your design, you must save the pages out of Quark as EPS files, then open those in Illustrator. (Make sure your page size in Quark is the same size as the postcard size you are ordering including bleeds. See Size and Bleed above to ensure proper dimensions.) In Illustrator, select the fonts and create outlines, and save as an Illustrator EPS. If you get a message saying "One or more fonts could not be outlined because the printer font is missing", then that font will need to be changed to a font that does have printer files. This happens when either a screen font is present and a printer font is missing, or Menu-Styled fonts were used in Quark. Do not use the menu-style options in Quark. It may look good on screen, but if no corresponding printer font exists, your type will default to Courier.

JPEG Files

JPEG files, if at the proper resolution (400 dpi), and saved at high quality 10+ files can be printed with no problems.

PDF Files

Suitable PDF files for printing must be made with Adobe Acrobat Distiller and its Press Quality setting. Other methods of creating PDF files may not be suitable for quality results when printing.

Submission via Zip 100, CD/CD-R, FTP, e-mail Attachment

Deliver your disks via postal mail, FedEx, UPS, bike messenger, or by hand delivery. We highly recommend you send your files using some kind of tracking service. FTP or e-mailed files must be reduced to minimum size and Zipped or Stuffed prior to sending.

Please don't hesitate to contact us with any questions you might have.

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DESIGN IT. WRITE IT. PRINT IT. MAIL IT. PERSONALIZE IT. DEVELOP IT. AUTOMATE IT.

MARKETING TECH DOES IT!