



## Preferred File Formats

PDF • InDesign • Illustrator • Photoshop

## Other Accepted File Formats

EPS • TIFF • JPEG

## Images

EPS • TIFF • JPEG • PDF • PSD • PNG

- **300 dpi** is the minimum acceptable resolution for quality reproduction.  
*(all images under 300 dpi will reproduce poorly on press)*
- Convert all **RGB** images/documents to **CMYK** before submitting the files.  
*(Not converting the color may result in undesirable issues)*
- Do not reduce, compress or flatten image files. *(This allows later edits to be possible)*
- If sending layered PDF file with text, make sure the text is **1-Color Black** and provide fonts.

## Create a press ready PDF

- Make sure that you created your document with 1/8" bleed on all 4 sides outside the trim.
- Make sure that all text and non-bleeding content is at least 1/8" from the trim.  
*(More space may be needed depending on page count)*
- Select Press Settings (**High Quality Print**) when creating PDF *(Do not use PDF/x settings)*
- Check off the box for trim marks and check off the box for bleeds.

## Colors

- Make sure the text is **1-Color Black** ( $C=0\%$   $M=0\%$   $Y=0\%$  and  $K=100\%$ ). *(To avoid offsetting and registration issues).*
- **Solid black background** should be represented as  $C=60\%$ ,  $M=40\%$ ,  $Y=40\%$  and  $K=100\%$ .
- **True Blue** should be represented as  $C=100\%$   $M=65\%$   $Y=0\%$  and  $K=0\%$  to avoid purple/blue.

## Fonts

- Please be sure to supply the fonts that are used in your publication. *(If we have to substitute your fonts for our fonts, text may re-flow incorrectly)*

## Packaged Files

- Packaged files will place all printing files, links and fonts into one folder.  
*(This is required when submitting native working files)*

## Spot/PMS Color

- Specific pantone colors can be requested. *(Spot/PMS colors will be represented as its CMYK equivalent in any hard color proofs provided)*

## Spot UV/Emboss/Foil

- Please provide a separate file or separate layer within a working file for each finishing option. Each option needs to be provided as 100% of a single CMYK separation.  
*(Black is generally used but others may be used if multiple layers are needed)*