



DISPLAY GRAPHICS SPECIFICATIONS






FILE FORMATS

File Formats

Adobe Illustrator CS3 or Photoshop CS3

We create and print graphics using Adobe CS3 on a PC platform. We prefer that your layout be created with either Adobe Illustrator or Adobe Photoshop.

We are able to print from other program files, such as CorelDraw, if Adobe programs are not available to you. For more information on file formats and accepted files see the table below.

<p>Adobe Illustrator</p> 	<p>We accept .ai, PDF, and .eps files from Illustrator. Before sending us your file:</p> <ol style="list-style-type: none"> 1. Convert fonts to outlines. 2. Provide all linked images and ensure they are at the proper resolution.
<p>Adobe Photoshop</p> 	<p>We accept .psd and PDF files from Photoshop. Before sending us your file:</p> <ol style="list-style-type: none"> 1. Rasterize all type. 2. Do not flatten image (if possible) in case we need to make adjustments to your file. 3. Create any printers marks on a layer separate from the artwork. 4. Ensure artwork is 150 DPI (or up to 300 DPI max) at 100% scale.
<p>Vector Software</p> 	<p>We accept .eps or converted .ai files created from a variety of vector programs such as Freehand, CorelDraw and InDesign. Before sending us your file:</p> <ol style="list-style-type: none"> 1. Convert all fonts to curves/outlines. 2. Include any linked images and ensure they are at the proper resolution. 3. Provide either a hard color copy or .jpeg sample of the file. (This will show us if a conversion problem occurred with gradients or other special effects.)
<p>Bitmap Software</p> 	<p>We accept .tiff files created from a variety of bitmap programs. Before sending us your file:</p> <ol style="list-style-type: none"> 1. Ensure artwork is 150 DPI (or up to 300 DPI max) at 100% scale. 2. Rasterize all type (if applicable).
<p>Bitmap Software</p> 	<p>We accept .jpeg files created from a variety of programs. Before sending us your file:</p> <ol style="list-style-type: none"> 1. Ensure artwork is 150 DPI (or up to 300 DPI max) at 100% scale.



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FILE SETUP

Layout Scale:

All layouts should be at 100% scale. A 50% layout is acceptable if the layout exceeds 227.5", but be sure to make a note of this.

Resolution & Placed Images:

We prefer all raster artwork to have 150 DPI (or up to 300 DPI max) at 100% scale. When placing images in Illustrator be sure to link them (not embed) and include these images at the time of submission.

Layers:

If you are submitting a Photoshop file we prefer both a flattened and layered version. This allows us to make minor adjustments for sizing, cleanup or other necessary issues.

Illustrator Effects and Filters:

Using the effects and filters in Illustrator can drastically increase file size, sometimes making it hard to work with. We recommend creating these types of effects in Photoshop and placing them in Illustrator as a linked file.

Fonts:

Convert all type to outlines/curves when using a vector program (such as Illustrator). Rasterize type if submitting a Photoshop file.

Color Space:

CMYK is preferred because our printers are all CMYK printers. We can of course print RGB files, but when printed on a CMYK printer, your prints color may differ from what you initially viewed on your computer monitor during the layout stages, as some RGB colors are not attainable in CMYK. When your files are all created in CMYK you will get the best on-screen indication of how your files will actually look when printed. Duotones should be converted to CMYK.

Bleed:

A half-inch bleed on all sides is preferred. We also recommend a half-inch safety around the edges of artwork for any important text, logos or images.

Half-Inch Safety on All Sides

Cutline

Half-Inch Bleed on All Sides



Color Matching:

Custom Color matching is an optional service we can provide. This service is particularly helpful if your design includes Pantone colors which must be as accurate as possible within the CMYK color space.

Please keep in mind that some Pantone colors are simply impossible to achieve in CMYK, but we will certainly match it as closely as possible.

Digital Proofs:

You may request a digital proof of your artwork before we print it, which will be emailed to you at screen resolution.