



Printing &
Promotional Items

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ACCEPTABLE FILE FORMAT

We are happy to design and setup your project for you but if you desire, we will accept digital files on a disc or uploaded to our FTP site.

If you choose to submit a file to us for printing, here are a few guidelines to keep in mind:

- Adobe Indesign CS3
- Adobe Photoshop CS3
- Adobe Illustrator CS3
- Adobe Acrobat 8.0
- Microsoft Excel (for mailing list only)

* Although we have the capability to access the following software programs, we don't recommend them as they do not give quality printing solutions.

- Microsoft Word
- Microsoft Publisher
- Microsoft Excel

GENERAL GUIDELINES:

PREFERRED FILE TYPES: Adobe files: TIF, EPS, PSD, PDF (Acrobat 8.0 or older). Please be sure when submitting Indesign files that you include all support files & fonts (both screen & printer).

Pantone colors will be converted to CMYK unless job requires spot color printing; in this case, be sure spot colors are designated.

RESOLUTION: For an image to print properly, the image must be at least 300 dots per inch (DPI) at the final output size. DO NOT change a low resolution image to a higher one by increasing the DPI in your imaging program. The exception to this would be for any wide-format printing (ie. banners, etc on our large-format printers). Please call for information.

OUTLINE & EMBED FONTS: When possible, outline and embed all fonts -- this will eliminate sending the incorrect fonts as well as conversion problems in the printing process. This is especially helpful in the conversion of PC programs to the Mac format that we will use to output.

Please feel free to call with any questions you may have before designing a project or before submitting files to us to help eliminate any problems in the printing process...
866-680-4332 or 662-680-4332.