

File Preparation Guide for Digital Output

Mac or PC Formats: EPS, TIFF, JPG, Photoshop (psd), Illustrator (ai).

Other formats can be used but color is not guaranteed, and/or file intervention may be required. Check with your representative for more details.

Mac or PC Media type: Jaz, Zip, Superdisk, FTP, USB, or Compact Flash

- Notes:
- 1) Must send all files with fonts, or outlines must be made from type.
 - 2) When building for backlits - use four color black instead of just 100% black.
 - 3) When building for outdoor - use four color black instead of just 100% black.
 - 4) When building documents and vector based files - do not build less than 25% of actual output size, eg. (a) imported files in quark scaled to 450%, If we try to scale it after you have built the file, many times blends and line-weights get whacked out.
 - 5) All images should be saved in cmyk formats, as well as imported files or links.
 - 6) Use Pantone Coated for spot colors. They are more accurately reproduced than cmyk colors, which are more accurately produced than rgb built spot colors. If you are using vinyl or matching vinyl, use a spot color that is closest to your vinyl and tell us which vinyl color to match.

Resolution: Images need to be at least 80 dpi to 200 dpi at final size - anything less will result in file deterioration. Remember flatbed scans and 4 color offset printed images result in lesser reproduction quality than film or drum scans.

Image Size Chart - CMYK (subtract 25% for RGB)

18x24 @ 100 dpi = 16.5 mg	36x48 @ 100 dpi = 66.0 mg
20x24 @ 100 dpi = 18.4 mg	40x50 @ 100 dpi = 76.3 mg
24x30 @ 100 dpi = 27.5 mg	40x60 @ 100 dpi = 91.6 mg
24x36 @ 100 dpi = 33.0 mg	30x90 @ 100 dpi = 103 mg

Film & CMYK Drum scanning: Available for highest quality - no charge for in-house scans to replace FPO's.

File intervention and design available: We can build your file, logo, or whatever. File intervention is \$125.00 per hour - min .5 hour.