File Submission Guidelines

Large Format Printing:

- Submit Print Ready PDF's or flattened .jpg files (no layers). If submitting the latter, understand that your file is subject to it's resolution and may print low quality.
- Crop marks and bleeds are only necessary on certain jobs (i.e. 2 sided, vehicle, structure wraps, etc.). If in doubt, we'll be happy to answer your questions.
- All files (including placed/embedded graphics) should be in CMYK color mode.
- Embed ALL fonts or convert to outlines (paths).
- If using transparencies, drop shadows, etc., ensure that your files "Effects" settings are set accordingly.
- Raster images should be a minimum of 150ppi (pixels per inch) at FINAL PRINT SIZE. If your file includes raster images and needs to be enlarged for final size, your resolution will decrease accordingly.
- Files over 200" (Width or Height) must be scaled down for submission.
  - See information above regarding resolution.
  - Large files (200+ inches) typically built at 1:10 scale. Notify us on what scale reduction ratio was used.
  - Window, wall, vehicle, etc. graphics may require at least 1" bleed all around.

Offset Printing:

- Submit Print Ready PDF's or .jpg file. If submitting the latter, understand that your file is subject to it's resolution and may print low quality.
- Crop marks should be set to the final trim size.
- Include minimum .125" bleeds.
- All files (including placed/embedded graphics) should be in CMYK color mode unless printing Spot colors.
- Embed ALL fonts or convert to outlines (paths).
- If using transparencies, drop shadows, etc., ensure that your files "Effects" settings are set accordingly.
- Raster images should be a minimum of 300ppi (pixels per inch) at FINAL PRINT SIZE.
- If your job requires folding (tri-fold, roll, double parallel, etc.), best to ask us for a template to build your files correctly.

Raster Images:
Pixel based photos & graphics (Photoshop). Resolution dependent, quality degrades with enlargement.

Vector Images:
Based on mathematical points (Illustrator). Infinitely scalable with no loss of quality. Keep in mind, any Effects used are raster based and your settings should reflect your final print size.

*Files submitted for review that require checking or adjustments beyond three iterations will incur additional design time, charged at a rate of $100 per hour.