FILE PREPARATION - BEST PRACTICES

THE BASICS: We prefer files as CMYK with a minimum 100-150 DPI resolution at final size and .25" bleed all around. Over sized artwork that is meant to be viewed from a distance can be as low as 60 DPI with only marginal quality loss.

FILE FORMATS: We can accomodate the latest versions of Indesign, Illustrator, Photoshop, Quark and Acrobat saved from either Mac or PC.

- **ILLUSTRATOR:** For best results save as .AI, outline fonts, and include all linked support files. Avoid embedding support files as it limits our colourmatching capabilities.

- **INDESIGN / QUARK:** For best results use Indesign over Quark. The maximum 200" file size of Indesign (exported PDF) gives much better results for large format printing over Quark's 48" maximum. Set up files at 100% whenever possible, if you must decrease file dimensions please use the following ratios: 1/2, 1/4 or 1/8 of finished size.

- **PDF:** Although internally we employ a PDF workflow, we prefer to receive clients original work files in case adjustments need to be made for print. Be aware that *High Quality* and *Press Ready* PDF are meant as a final format to preserve the integrity of print files therefore we do not have the same flexibility for colourmatching that we have with original work files.

FONTS: Include all fonts used in the document. Both printer and screen fonts are required. In order to comply with licensing laws, fonts are discarded from our pre-press computers after your job is completed. When possible it is always best to outline fonts.

COLOUR ACCURACY: We employ an extensive colour management system on all of our equipment. Please save your scanned images with an embedded profile if you use them and provide Pantone® colour specs for any vectors that require matching. The recommended colour spaces for working with your files are US Web Coated SWOP V2 (CMYK) and Adobe RGB 1998 (RGB).

If you need to match a colour proof, please provide one before we begin work on your files or extra time charges may apply. All printing is proofed in advance and approved by either the client or our coordinator if so appointed by the client.

DVD/FTP/EMAIL: When transfering files make sure to zip or stuff files first to avoid corruption and keep transfer times to a minimum. Email files only if the total size is less than 1 Mb, otherwise please use FTP. Please ask your sales representative to set up a private login to access our FTP. Complex or large files are always best sent on a DVD to avoid corruption through internet transfer.

Always provide lasers and/or lowres PDF proofs with your files. The more organized your files are from the onset, the more accurately we can process your print job.