



PRINTING | MARKETING | FULFILLMENT

GENERAL ART INFO

- Images placed in Microsoft Word or Power Point documents will reproduce at low resolution. Avoid this program when printing photos or graphics, as well as any Microsoft program. Adobe programs are the best to use for preparing commercial print files.
- Avoid using Photoshop for creating entire documents. This program should be used for photos or complex graphics.
- Line art or text created or scanned in Photoshop needs to be no less than 1200 dpi for high-quality output. All other artwork should be no less than 300 dpi.
- Do not enlarge artwork more than 110% when placing into QuarkXpress, Pagemaker, or InDesign. If artwork needs to be larger, recreate or rescan at size needed or larger.
- Text should be no smaller than 6 pts.
- When printing in four-color process, make sure all files are CMYK rather than RGB.
- When using Pantone spot colors, make sure all files have the Pantone coded colors (for example, 032 CVC) rather than CMYK or RGB.
- Include 1/8" bleed on all artwork.
- If the job doesn't bleed, keep all text and images a minimum of 1/4" margin from the edge of the document, preferably 5/16" margin.
- Tonal range should be within 15% to 85%.
- When saving a file with crop marks, make sure they're offset at least 1/8" so they don't cut into the bleed area.
- Check that all pages are the correct size. The document size should be the same as the trim size -- don't "float" the image in a larger document. For example, if the trim size is 5.5" x 8.5", the document size should be 5.5" x 8.5".
- Do not stylize fonts, i.e. use the embolden or italicize function in the tool bar. Always select the correct Bold or Italic font from the menu, i.e. Helvetica Bold or Gill Sans Italic, etc. Make sure all fonts are open and active.
- Do not use Facing Pages in the document setup.
- If not providing a PDF, supply your artwork to us, along with ALL images and fonts. Sometimes fonts are needed with PDFs, so be prepared to send them.