

Follow these guidelines when building electronic files. It will save time and money and your job will go more smoothly.

- \* Document files should be built to the final trim size, supplied in reader spreads with facing pages.
- \* All documents require 1/8" bleed for all pages, images and artwork.
- \* Apply the actual font you want to use. Do not apply font styles.
- \* Supply all fonts used in the document. Include fonts for each file and program used in the document.
- \* All bitmap images should be supplied at 300 to 350 dpi.
- \* Linking files in Illustrator and Freehand will result in a more efficient file. Avoid embedding images if possible.
- \* Supply all files in CMYK color unless spot colors are part of the design. Any files supplied in anything other than CMYK (RGB etc..) must be converted to cmyk. This results in a color change from the original.
- \* Send current lasers with your files. This allows us to check the finished file against the original.
- \* PDF documents should be created as "Print Quality". All fonts must be embedded. Add trim marks and bleed.