



Digital File Specifications

FONTS:

*Convert fonts to curves or outlines where possible,
Include font files for all other situations ...*

Some of these programs allow you to "convert fonts to curves or outlines". This is preferred, wherever possible, to eliminate any issues surrounding fonts used in your project. Where the software does not support this feature, please make sure you INCLUDE ALL FONTS when sending your files.

OPTIMUM SCANNING or IMAGE RESOLUTION :

300 dots per inch at full size is optimum ...

When you first begin working with digitized images, the term resolution can be confusing. While several types of resolution are important, we are most concerned with device resolution which refers to the number of dots per inch (dpi) that the output device such as a monitor, laser printer or commercial imagesetter can produce.

If the final image will be larger than the scanned original, you need additional data to produce a final image with the correct image resolution. For example, if you scan a 2" x 2" photo at 300 dpi and then enlarge the image to 4" x 4" (200%), the resolution will drop to 150 dpi (50%). To allow for this 200% intended enlargement, you would need to scan the original image at 600 dpi to ensure there is sufficient digital data in the file to achieve your goal. Large format images are scaled to size at a resolution of 150dpi. This maintains a lower file size with no apparent quality loss.

UNSUPPORTED SOFTWARE FILES:

Export to .tif, .eps .jpg or .pdf format if not using supported software ...

Files from unsupported software programs need to be submitted in TIF, EPS JPG or PDF format (TIF EPS PDF are preferred, as the JPG format uses a "lossy" form of compression which discards data in order to save space).

PACKAGING YOUR FILES FOR UPLOADING:

Collect and assemble files, fonts & images into single compressed file - ZIP (for PC) or SIT (for Mac) ...

Use WinZip or similar PC based software to bundle all your project components, including fonts and graphic images, into a single compressed ZIP file. On the MAC, use Stuffit to create a SIT file (DO NOT make the file into a self extracting SEA format).

DETAILED INSTRUCTIONS:

Detailed instructions on saving and sending us your files are detailed below. Please follow the outlined steps very carefully. There may be several ways or options for saving and sending us your files, but not all of them result in a printable format. Following our procedure exactly will greatly increase your chances of success with predictable results.

PHOTOSHOP: (converted to TIFF [preferred] or JPEG Format)

To convert your Photoshop files to either of these formats, follow these steps carefully...

Flatten all layers and convert artwork to CMYK mode, 300 dpi resolution

In the file menu select Save As and type in the name of your file.

From the pop-up menu select either TIFF [preferred] or JPEG.

TIFF options - Byte order; select PC. DO NOT select the LZW compression option!

JPEG options - Quality factor should be 12 (maximum quality or largest size), in format options click on the first option - baseline (standard).

Click OK. Your file is now saved.

Assemble project file(s) into a single folder and compress into a single ZIP (PC) or SIT (Mac) file.

ILLUSTRATOR: (converted to EPS Format)

Convert any linked or placed images to CMYK mode, 300 dpi resolution

Select All text (Select all)

Under text menu select "Convert to Outlines"

Under file menu select "Save As"

Type in your file name. In Save As Type field select "Illustrator EPS".

Use the following options:

Compatibility - select "Version 8" or less

Preview - 8 Bit

Options (if available)

Include placed images - ON

Include Document Thumbnails - OFF

Use Japanese File Formats - OFF

Include Document Fonts - OFF

Click Save. Your file is now saved in EPS Format.

Assemble EPS file(s) into a single folder and compress into a single ZIP (PC) or SIT (Mac) file.

QUARK XPRESS : (converted to EPS Format)

Convert any linked images to CMYK mode, 300 dpi resolution @ 100%

Set all colors used in the document to CMYK and ensure the "Spot Color" box does not have a check mark.

Under file menu select Save Page As EPS. NOTE: You will need to save each page in your document individually.

Type in your file name. If you see a Save As Type field under the File Name field, select EPS Files.

Use the following options:

Page - the number of the page you are saving

Format - Color (For those that have a MAC or PC choice, choose PC).

Scale - 100%

Preview (if available) - TIFF

Bleed (if required) - .125"

Data - Binary

OPI - Include Images

Click Save. Your page is now saved in EPS Format.

Repeat the above for each page in your document.

Assemble EPS file(s) + any required screen and printer fonts into a single folder and compress into a single ZIP (PC) or SIT (Mac) file.

COREL DRAW 8 : (converted to TIFF Format)

Convert any linked images to CMYK mode, 300 dpi resolution @ 100%

Select "Export" from the File Menu Dropdown

Select Export as TIFF

Click on Export

Set "Super Sampling" at 256

Click on OK. Your file is now saved as TIFF file. Compress into a single ZIP (PC) or SIT (Mac) file.