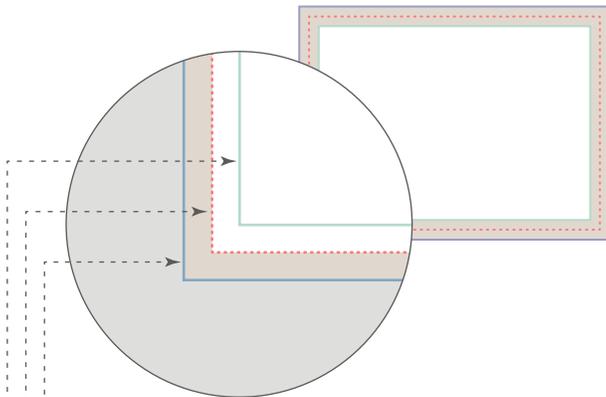




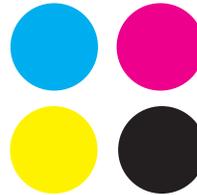
File Setup Guidelines

To help us get your orders printed quickly and correctly, follow these file setup guidelines.

The Basics



- BLEED LINE:** Extend artwork .125 inches beyond trim line.
- TRIM LINE:** This is where the paper will be cut to size.
- SAFE LINE:** .125 inches inside trim line. Critical text and artwork should not extend past this line.



CMYK COLOR SPACE

Convert all PMS, spot colors & RGB colors to CMYK



SAVE FILE AS:

PDF/X-1A

Compatible with Acrobat 6 or higher
IMAGES: 300 DPI or greater.
DO NOT downsample images.
DO NOT password protect

The Details

SIZE TO ORDER

Our products listed in the ordering menu are based on the **FINAL FINISHED SIZE** of the item. Folded cards are listed by the finished folded size.

SIZE OF FILE TO SETUP / ATTACH TO ORDER

The print ready file **MUST HAVE an additional .125 inch bleed area on all sides**. *NOTE: If you are ordering a 5x7, the file you attach to your order should be 5.25 x 7.25.

SAFE MARGIN

Please do not have text or critical artwork within .125 inches of the desired trim lines. Any artwork outside of the safe margin could possibly get cut off on the final printed product.

ADDITIONAL BLEED INFORMATION

Bleed is the additional area around artwork that is required to accommodate any inconsistencies in the printing & cutting process.

When artwork meets the trim line, extending it to the bleed line ensures that there are no white lines on the edge of your file once printed and cut.

IMAGES

CMYK images with a resolution of 300 dpi.

FONTS

All fonts must be outlined before submitting. If you cannot outline, your file will need to be flattened and saved as a JPEG or TIFF.

COLOR

All colors must be converted to CMYK - including PMS, spot colors and RGB. Any heavily saturated color should be under a combined CMYK value of 240.

*For example, this navy (C=100 M=100 Y=26 K=45) has a CMYK value sum of 271 and would most likely print poorly.

BORDERS

If your file has a border, the border must be at least .125 inches thick from the trim line, and a total thickness of .25 inches from the bleed edge. For best results, borders are not recommended for use on the back side of cards.

FILE FORMAT

Always save your document as PDF / X-1A with a compatibility of Acrobat 6 or higher.

CROP MARKS

Crop marks are not required; they are applied by our prepress team.

OVERPRINT

Please remove ALL overprint as your product will not print correctly.



Guide to 4|0 · 4|1 · 4|4

These terms are a shorthand way to describe if a piece is printed on only one or both sides of a flat sheet.

The first number for all variations is 4 - all printing on front is considered four color for simplicity and pricing.

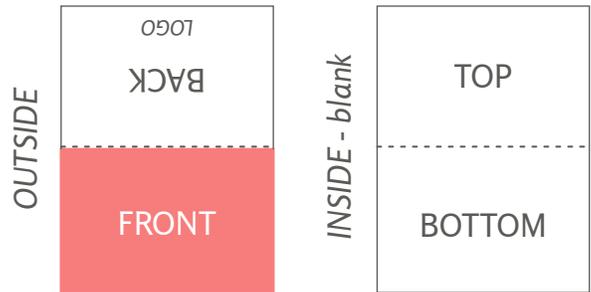
The second number indicates what, if anything, is printed on the back.

Use this guide to help make sure your files are printed correctly.



Pronounced “four over zero”

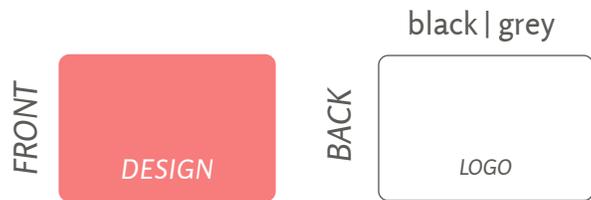
Only the front side of the file has printing and the other side is blank. For folded items this means that there is nothing to print on the inside panels, which is the back of the printed sheet.



Pronounced “four over one”

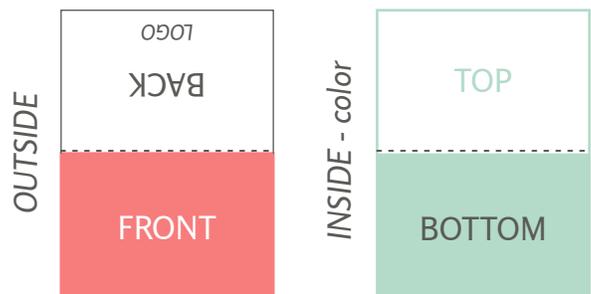
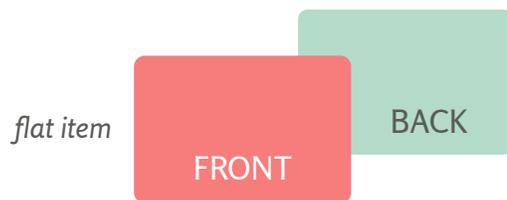
In addition to the front printing, the back of the piece will only need black ink.

Only gray or black built with the K value (ranging from 1-100) will count as one color. For files converted from RGB to CMYK, black & grey will always contain 4 colors on our presses.



Pronounced “four over four”

In addition to the front printing, the back of the piece will need more than just the K in the color profile.



folded item

* Note: Our HP digital presses use a 4 color **CMYK** printing process.

Cyan, Magenta, Yellow, Black are the four ink colors used to build a full color spectrum.

Set all files up in the CMYK color space.



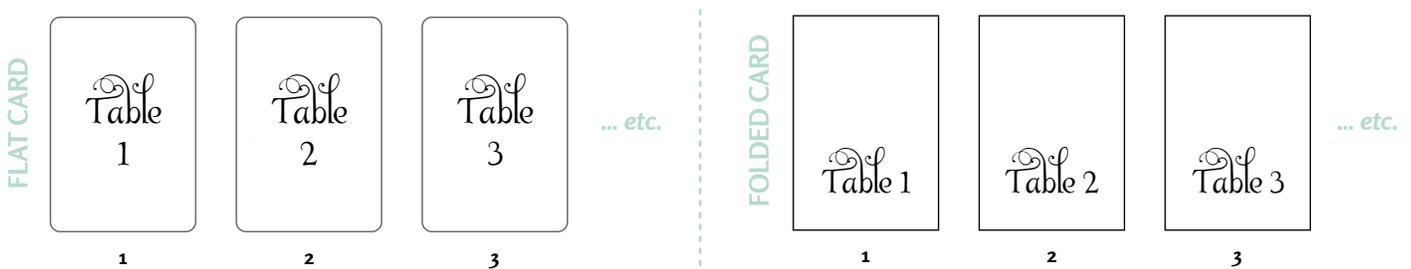
Variable File Setup Guidelines

Variable printing services are reserved for items that require the same basic layout, with differing content in a multipage PDF- i.e., table numbers, place cards, guest addresses, etc. To order a product with variable printing you must submit a print ready, multi-page PDF. Setup services are not available.

A flat \$5.00 fee is charged for any product that is printed with a variable file. Each page in a variable file will only be printed once and your order quantity will be determined by the number of pages in your PDF. Every page in the PDF must be the same size and orientation (horizontal or vertical).

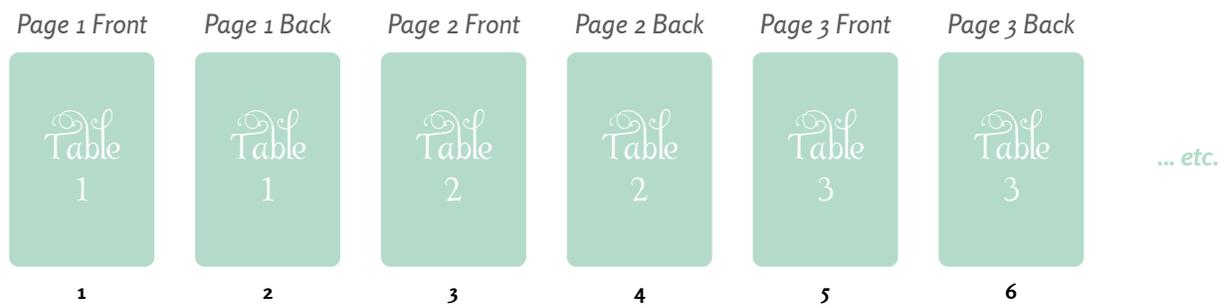
Flat/Folded Cards - 4|0

For any variable file that is printed front only, the file needs to be 1 PDF that contains each page to be printed.



Flat Cards - 4|1, 4|4

For any variable file that is printed front and back, the file needs to be 1 PDF that contains the front and back files setup as follows:



Folded Cards - 4|4

For double sided folded cards, make two separate files.

