

Print File Submission Check List

We gladly accept files created by our customers or their designers. Files will need to be opened and checked (preflighted), to ensure there are no problems with them. If issues are discovered, our general policy (in the interest of time-saving) is to make simple corrections up to a cost of \$20 which will be billed to the client. Beyond that, we will contact the client who will have the option of making those corrections and re-submitting the file or to pay to have our graphics department make them at our standard hourly rate.

While we do not provide free training services, our staff will take a moment to answer a couple of questions and help guide you through the process.

If your project has never been printed here in the past, or we are concerned about colour or any other production issues, we may insist on a "hard-copy" proof before we proceed with printing.

Bleed - Does the image or colour go to the edge of your page? If so you need an extra .0625" of that image or colour all the way around your document for cutting. More for wide format jobs (.25") ie. 3.5 x 2 = 3.625 x 2.125 (Note: keep text within the "safe area", at least .1875" away from the finished edge.)

Crops - We need standard crop marks to know where to cut your work.

Size - Create your work at the exact finished size of the job (plus bleed if needed).

Resolution - Your document and all the parts should have a resolution of 300 dpi. If printed on the wide format printer it can be a little lower. For wide format printing please have us check your file. Images saved from the web are usually too low in resolution for printing. When scanning, scan the image at a minimum of 300 dpi.

Fonts - All fonts should be converted to outlines unless you want us to edit your file. If so, please supply the fonts as well.

Colour - Your final document should be saved in CMYK or Pantone colours. Colours can vary when printed on different machines and when viewed on different monitors. If you are particular you should have Pantone colours selected (We have swatch books if you want to come choose colours), and we should prepare a hard-copy proof.

Brochure - Your brochure should be set up in printer panels. Please contact us for measurements or a template. Note that every panel should be centered in it's own space. If in doubt, fold a blank sheet carefully and measure (as the panels are not all the same size).

Books - Please contact us to see how we would like your file supplied. We might want it imposed for printing or we may request single pages, depending on the printing process and type of binding.

Word/Publisher (MS Office) Files - Please convert your documents to pdf. There is much formatting that can change between your computer and ours. If you don't have a pdf writer, you can download "cute pdf" for free. www.cutepdf.com/products/cutepdf/writer.asp

1 Up - Provide your file 1 up only. We will do any imposing necessary for printing and best economy.

Photoshop - Although we don't recommend using photoshop for layout (InDesign is recommended) please save your file unflattened as a photoshop pdf to retain crisp text.

Vector - This is an ai, eps, or pdf usually with no bitmap images. It is necessary if we are enlarging your logo or placing it on a coloured background or image. One quick check is to enlarge your image to 400% on your monitor and see if it retains clarity.

Die Line - If you are having your job cut into a shape that is not square or rectangular, we need a cut line to know how to cut the job. This line needs to be on a separate layer so it will not print (please ask for details).

File Names - Please use file names that accurately describe your document and make it easy to archive and retrieve.

Sending Files - Our preferred file format is a PDF. The best way is to email if the file is small enough. If it is not, please see our "Send a File" info on our website for other options

Feel free to call and ask about any of these items if you are unsure. We can always prepare your files for you if you provide all the elements, our shop rate is \$55/hr for basic layout, \$65/hr for design.