

### **COLORS**

- All files will be printed with the embedded CMYK percentages supplied to us within the file.
- For critical color matching, please provide PMS numbers. We match as close as possible with 4-color process. Please provide a color proof with each layout. This will help the matching process.
- Gradients should be designed in Adobe Photoshop, for minimum stepping and banding.

### **RESOLUTIONS**

- Resolution is a concern if a file has any kind of image, scanned logo or photo. We measure resolution as DPI. Below is the technical information you need in order for us to give you dynamite prints:
  - 100 dpi to 100% scale
  - 200 dpi if at 50% scale
  - 400 dpi if at 25% scale

### **SUPPORTED MEDIA**

- CD
- DVD
- Flash Drive
- Email Server (5 MB max)
- FTP site (email for info)

### **ACCEPTED FILE FORMATS**

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- PDF (high resolution)

### **FONTS**

- Please make sure all screen and printer fonts are included with job. Fonts need to be MAC based.

### **FILE PROOFING PROCESS**

- Proofs can be viewed and approved on line via an FTP portal. Please note, online proofs are for content only and not for color correctness.
- All files are printed using CMYK percentages embedded in the original file and will be matched as closely to those percentages as possible.
- For color critical work, a tangible proof can be provided for an associated fee of \$50 per proof.