





Please read carefully our file preparation guide. If your files do not follow these guidelines then we cannot guarantee results.

- We accept both Mac and PC files, created in the programs listed below. For PC files convert all fonts to outline
- All artwork should be submitted as high-resolution digital files on CD or transferred to our FTP site.
- Files sent to us have to be accompanied by hard copy of layout for reference

	Programs we support	Program Type	What the programs do
	QuarkXPress 6.0	Page Layout Program	Create documents with text and placed images such as fonts and illustrator images
	InDesign CS	Page Layout Program	Create documents with text and placed images such as fonts and illustrator images
	Photoshop CS	Raster- Photo Editor	Edit and alter pixel based images
	Illustrator CS	Vector- Linework Editor	Create Logos, Type(text), Circles, Arcs, Squares



How to prepare your files using QuarkXpress

Page Set up

- If your design exceeds Quark's size limitations (48 inches x 48 inches) please indicate at what percentage your design is at when uploading your files

Images within Quark

- All photoshop or illustrator images are set to CMYK color
- Tiff or EPS files formats (Please do not use pict or gifs)
- Original scanned images are at a minimum resolution of 120 ppi
- Images must be cropped in Photoshop to exact size of a Picture Box in Quark
- Please insure all files are updated and properly linked

Color within Quark

- We Can Not guarantee perfect pantone color matches
- All color fills used within Quark are CMYK
- All color strokes used within Quark are CMYK
- All gradient colors used within Quark are CMYK

Fonts within Quark

- Submit all fonts used in layout, logos, and images
- DO NOT Apply font styles to your document. Please make sure that you use the actual font that applies to your document.

Saving your document

- Save your Quark document as a .QXD file
- Use collect for output and make sure to include all fonts.



How to prepare your files using InDesign

Page Set up

- Document size has to be exactly as your banner size

Images within InDesign

- All photoshop or illustrator images are set to CMYK color
- Tiff or EPS files formats (Please do not use pict or gifs)
- Original scanned images are at a minimum resolution of 120 ppi
- Select NO when asked to store a complete copy of an image within the document

Color within InDesign

- We Can Not guarantee perfect pantone color matches
- All color fills used within InDesign are CMYK
- All color strokes used within InDesign are CMYK
- All gradient colors used within InDesign are CMYK
- Please be aware of color shift when translating a RGB image to CMYK

Fonts within InDesign

- Submit all fonts used in layout, logos, and images
- DO NOT Apply font styles to your document. Please make sure that you use the actual font that applies to your document.

Saving your document

- Save your InDesign document as a native InDesign document
- Remember to collect all images to go with your document!



How to prepare your files using Photoshop IMPORTANT! Photoshop is NOT a layout program!

Page Set up

- Create a document in 120 ppi at final size

Images within Photoshop

- Original scanned images are at a minimum resolution of 120 ppi at final size

Color within Photoshop

- Use CMYK mode
- Please be aware of color shift when translating a RGB image to CMYK

Fonts within Photoshop

- When flatten image, all fonts become part of bitmap artwork(if you save document as EPS)
- Supply all fonts used in artwork (if you save the file unflatten in TIFF)

Saving your document

- Save your document in EPS or TIFF format.
- DO NOT send PSD files



How to prepare your files using Illustrator

Page Set up

- Document has to be set-up in the right proportion to the final output

Images within Illustrator

- All photoshop images are set to CMYK color
- Tiff or EPS files formats (Please do not use pics or gifs)
- Original scanned images are at a minimum resolution of 120 ppi at final size
- All strokes have to be outlined
- Please insure that all images are updated and embedded

Color within Illustrator

- We Can Not guarantee perfect pantone color matches
- All color fills used within Illustrator are CMYK
- All color strokes used within Illustrator are CMYK
- All gradient colors used within Illustrator are CMYK
- Please be aware of color shift when translating a RGB image to CMYK

Fonts within Illustrator

- Convert all fonts to outlines. Doing this steps converts your fonts to vector based art.

Saving your document

- Save your artwork in EPS format (NOT as ia.)
- Remember to collect all images to go with your document!