Guidelines for preparing print-ready files

These are guidelines for preparing print ready files; guidelines will be different if you require graphic services. Please submit files that are ready to print and do not require editing. Files that require multiple revisions by the customer will incur graphic handling charges after the second file submission.

Size
Documents should be formatted at size, or to scale, according to the layout for the specific product. Layout guidelines can be found on the product pages on our website.

Format
We accept print ready files in the following formats: AI, PSD, TIFF, and EPS. Files that require conversion will incur graphic handling charges at the standard graphic design rate. EPS files: All text in EPS files should be converted to outlines and links should be embedded. - PSD files: Layers should be flattened. **Final size files are only required to be 72-150 dpi.** Vinyl & Displayfilm: 150 dpi, Dye Sublimation Fabric: 72 dpi. **Please remove any overprints within your file;** these will drop out when printed. **PDF files will be converted to .tif/.eps; any errors during conversion we are not liable for. We DO NOT accept: Microsoft Office software files or InDesign.**

Bleeds
Most of our products do not require bleeds unless otherwise stated in the individual item's specific template. Please contact us with questions or concerns.

Fonts
Please convert all fonts to outlines; we do not accept font files.

Proofs and Test Strips
Digital Proofs: We always email a digital proof before production. Your first two uploaded proofs will be reviewed by our prepress staff at no charge. During this time you'll be advised of any issues that will affect the printing process and be able to make edits accordingly. If after your first two uploads you still require changes to get your file into a print ready formation or require updates to your design, each additional upload/proof will be a $20 charge. Your approval of the
electronic proof is needed before we will begin production. Production begins the day after approval.

Printed Proofs: Our printed proof service is perfect for your important projects because it allows you to see what the finished product will look like before final printing. We cannot guarantee color accuracy or image resolution unless a printed proof is requested. Printed proofs can be requested for $50.00 (includes overnight shipping). This service will add 2 days to your order processing time.
* If printer lines are included in template please keep on separate layer in final file.

Color
Unless a printed proof is ordered, we are not responsible for unsatisfactory color results. Art submissions with specific Pantone Color call outs will automatically be converted to CMYK. If your job is color sensitive, please contact us for information and pricing on color matching services. RGB files will be converted to CMYK; some color shifting will most likely occur.

Color Matching Services
We will match up to two colors at no charge using your PMS codes, provided that you supply a vector file. We cannot color match gradients. We print digitally in CMYK and use PMS colors as a guide; therefore the colors are not exact. We highly recommend that you order a printed proof, in the event that you do not, we will match as close as possible to the PMS colors proved, but are not responsible for the colors not printed to your liking. The customer will be responsible for the overnight freight on printed proofs. You're submitted files should be fully approved and print ready.