

## **Preparing Files:**

For best results please use the following guidelines.

### **File Format:**

We accept the following file formats PPT, DOC, PUB, TIF, JPG, EPS, PNG, AI, PSD and PDF (PDF preferred)

### **File Size:**

The maximum acceptable combined file size for emails is 9 megabytes. Other please upload your files through our FTP Site.

### **Resolution:**

All file formats must have a minimum of 300 dpi (dots per inch) resolution to size. The images designed for the web are done at a low resolution of 72 dpi. Print images need to be created at 300 dpi or there will be a substantial loss in image quality.

### **Color Mode:**

Color artwork and/or images must be provided in CMYK (Cyan, Magenta, Yellow and Black). All black and white artwork and/or images must be provided as grayscale.

### **Bleed:**

#### **What's a Bleed?**

Bleed is the portion of the product that will be trimmed off when it is cut to the final size.

#### **Why Bleed?**

The purpose of a bleed is to continue a color, image, or design to the trim edge. Due to the possibility of shifting in the trimming/printing process, a 1/8" bleed is required to ensure a white lines does not show.

### **Crops Marks:**

Please create your press-ready digital files by adding crop marks. Lines indicating where the paper should be cut to produce the correct finished size.

### **Fonts:**

Fonts must be embedded in PDF files.

Fonts must be outlined or converted to paths or curves in EPS files.

Some fonts have copyright restrictions and will not embed in PDF files.

### **Margin:**

All critical elements must be kept at .125 (1/8") inside the trim edge. Anything left close to the trim edge may be cut off during trimming.

### **Tips for Color Accuracy:**

We always recommend you choose your color from an actual Pantone Color Chart in order to make the best color match. Monitors vary to actual printed output. Printing By Johnson is not responsible for the color accuracy of your expectations to the final printed output. All jobs are printed as submitted. Please let us know if you require a printed color prepress proof and we will contact you when one is ready for your review. There is an additional charge per print. Color adjustments are your responsibility.