

## GENERAL

Please ensure artwork is supplied in line with these specifications. Artwork received that is not in line with these specifications may be subject to art charges. Page's Printing cannot accept responsibility for print errors or late deliveries where artwork has been supplied incorrectly.

## SUPPORTED APPLICATIONS

All digital artwork should be submitted using one of the following applications:

- Adobe Illustrator
- Adobe PhotoShop
- Adobe InDesign
- CorelDraw
- Adobe Acrobat (PDF) *highly recommended*

## OTHER FILE FORMATS

There are literally hundreds of other applications that may be used to create digital artwork. Because we cannot be experts at every application available, we have chosen the five listed above that are recognized by graphic professionals to be the most reliable and universal. **We will attempt to support any files that you provide, but please be advised that additional charges may apply.** You will be informed of any additional charges prior to working on your project.

## SET UP

Files should be supplied including 1/8" bleeds all around. All text and images not bleeding should be at least 1/8" from the cutting edge. This is because cutting can only be accurate to about 1/16" when chopping small items like flyers and business cards. If you are unsure about bleed, please contact our customer service and we will send you a template. To ensure correct printing, an appropriate border will be added to all artwork supplied without correct bleeds.

## RESOLUTION

All non-vector artwork (images, jpegs, tiffs, etc) should be supplied at 300dpi for final size. Artwork supplied lower than 300dpi will print blurred or pixelated. Page's Printing cannot accept responsibility for artwork submitted with low resolution.

Please keep in mind that images copied from the web may have poor resolution. Just changing the dpi to 300 does not keep a crisp image. Royalty-free images are available at an additional charge.

## COLOR

All full color project should be saved in CMYK process. Page's Printing cannot take responsibility for any unexpected results experienced from artwork supplied in non-CMYK color.

For spot color project, please include the specific PMS color.

Please note: It is unlikely that the colors shown by your monitor will be same as is produced by the printing process. Monitors display colors in RGB (red, green, blue) whereas the printing process is CMYK (cyan, magenta, yellow, black). Please also note that a desktop inkjet or laser print will also not truly reflect print colors. If color is critical to a job, a press proof can be obtained for your approval prior to printing at an additional cost.

## OVERPRINT, KNOCKOUT, TRANSPARENCY

Please ensure that no elements of the design are set to overprint unless specifically required. We cannot always check for this and it is likely to generate unexpected results.

If using the transparency function in Illustrator, please flatten the image and convert the files to PDF, TIFF or JPEG. Transparencies in vector programs may generate unexpected results.

## FONTS

Converting all fonts to curves or paths prevents font substitute issues. If you are unable to convert the fonts, please provide the fonts, including both screen and printer fonts.

## PROOFS

Even though you may be submitting artwork ready for production, Page's Printing will still send a proof prior to production. Different computers, applications, fonts, etc may prevent the files from transferring correctly. Please make sure our proof matches the file you created.

# DIGITAL TIPS AND TRICKS

## RESOLUTION / SCANNING

- Final resolution of scanned color or greyscale images should be 300dpi. Internet graphics are usually 72dpi and produce low quality offset print graphics.
- Use the .TIF format for all scanned images. LZW compression may be applied.
- Be sure to use the scaling factor if you will be enlarging images after you scan them.  
Scan resolution = (final size / scan size) x final resolution

## DOCUMENT SIZE

- Set your document page size to the final size of your printed project UNLESS there are bleeds. If bleeds are required please set your document page to include 1/8" bleeds all around. For example: 8.5 x 11 flyer with bleeds will need a page size of 8.75 x 11.25.
- Be sure to keep all text and images within a 1/8" safety zone from the cutting edge.

## SPOT COLOR PROJECTS

- Delete all unused colors in your file. Be sure the rest are defined as a specific PMS color.
- Print color separations to your laser print to confirm all items will print on the correct separation.

## PROCESS COLOR PROJECTS

- Delete all unused colors in your file. Be sure the rest are defined as a process color.
- Be sure all placed graphics are CMYK. Double check any embedded bitmaps.

## FINISHING

- If finishing is critical or includes unusual elements, include a full-size dummy, indicating any folds, perforations or other information that we will need to finish your job.