

File Preparation Checklist

Use this checklist to ensure that your files meet our printing requirements before placing your order. We recommend that you begin your design process with one of our Product Templates. Go to printpower.com for a complete list.

File Format

For quickest turnaround we recommend submitting PDF files. Print-ready PDF files contain all of the necessary components to produce the job.

You can also send TIFF, EPS or final application files created in InDesign, Quark, Illustrator or Photoshop. If sending application files, collect all fonts and images with the final layout document and Zip or Stuff them before uploading.

Size & Bleed

Important Tip Files must be built to final trim size plus 1/8" bleed on each side. If you are designing a 4 x 6 postcard, the file's size will be 4.25" x 6.25

Any image that prints to the trim line must extend (bleed) past the trim line .125". The bleed area will be cut off when the job is trimmed to size.

Fonts/Type

Fonts must be embedded or outlined in PDF files. Outline all fonts in EPS files. If you are sending a Photoshop file, flatten all layers. When submitting application files be sure to submit all fonts used in the document and support graphics. We do not recommend using a font size smaller than 7pt.

Image Resolution

Images should be at a resolution of 300 dpi or higher after scaling. Images with less resolution may start to lose detail and even look pixilated, as the resolution gets lower. Reminder: Most images designed for the web are prepared at a low screen resolution of 72 dpi.

Color

Build files in CMYK mode for best color accuracy. Files submitted in RGB mode or using PMS colors will be converted to CMYK, which will cause a slight color shift. Black and white images can be submitted as Grayscale.

Lines

Minimum recommended line width is .25 pt. Thinner lines may display on screen but might not print well.

Crop Marks and Printer's Marks

Please do not use any crop or printer's marks when creating print ready files. These marks will increase the dimensions of the file.

Best Layout Practices

Position important layout elements and type 1/8" or more from final trim. The blue safety line on the Product Templates designates this margin.

If your design contains a border we recommend keeping it 1/4" from final trim. When the piece trims to final size it will look more even if it is not close to the edge.

Check Your Content

Take time to proofread your files before submitting for print. Check spelling, grammar and fit of elements.

Layout Tips

In addition to following the layout instructions on the Product Templates, please follow these tips when designing your file:

- Flat pieces (Business cards, Postcards, Sell Sheets, etc.): Two-sided pieces can be supplied as two page documents or as two separate files. Supply both sides of the piece in the correct print orientation.
- Folding pieces (Brochures, Note cards, etc.): Use the panel widths defined in the Product Templates. In many cases panel widths vary to give you the best possible fold. Supply both sides of the piece in the correct print orientation.
- Catalogs and Booklets: The number of pages must be in multiples of 4. Include the cover and text in one document. Page 1 will be the front cover, page 2 the inside front cover, all pages in order with the last page being the back cover.