

## FILE SETUP GUIDELINES

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PSS accepts the following file types:

PDF, EPS, AI, PSD, JPEG (high resolution only), TIFF, and INDD.

For vector/image files, please convert all fonts to outlines before saving. For InDesign files, please package all fonts and images. Please make sure that the images and photos used in your files are high resolution (see next page).

Please submit large-format files (posters, banners, signage) in RGB. Print jobs such as business cards, flyers, and postcards need to be set up in CMYK.

If the document/job colors extend to the edges, please provide a .125" bleed on small-size print projects (flyers, business cards, etc) and a .5" bleed on large format jobs such as signage.

Smaller files can be emailed to us at [info@printingandshippingkc.com](mailto:info@printingandshippingkc.com). Larger files may be uploaded directly through the "upload a file" link on our website at <http://www.printingandshippingkc.com>.

High resolution PDF files are the most commonly used files for print production. Make sure your file is sized at the exact size it will be reproduced, and saved in this format. Most layout software programs give the user the option of exporting the file as a high-resolution PDF. Many business owners use Microsoft Publisher - however, it's not commonly used in the print industry. It's possible your printer will not be able to open the file. PDFs are able to be read by nearly any machine including smart phones!

You will be supplied a proof to sign off on before printing. Check, double check and triple check that the cut lines and orientation of your file is correct before approving, and everything appears as you intended. Upon approval, depending on our workload, many projects go immediately into production - if you catch something critical that needs correcting after you have approved the proof, you may be facing a quite expensive remake.

If you have any questions about setting up your file for print, please email us at [info@printingandshippingkc.com](mailto:info@printingandshippingkc.com).



## A NOTE ABOUT CUSTOMER-SUPPLIED PHOTOS AND IMAGES

It's important to use good quality imagery in your printed pieces. This not only applies to photos, but images such as logos as well. It's common for graphic designers to be emailed a web-resolution file that they cannot do anything with.



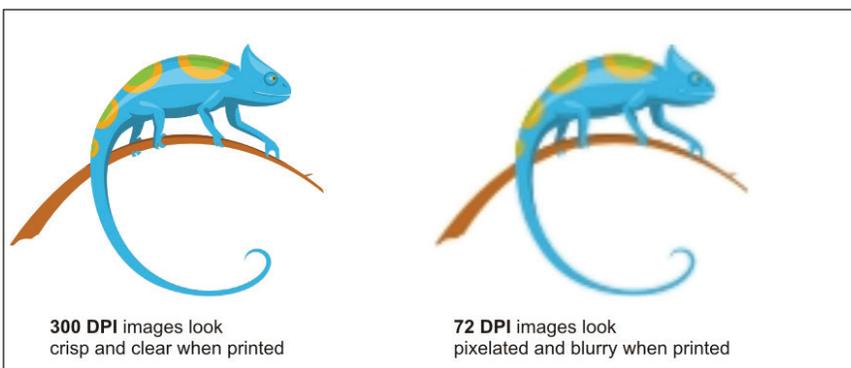
a small JPEG logo pulled from a website - not suitable for enlargement and print reproduction



a clean vector-based (EPS) logo, suitable for reproduction at very large sizes

Generally, if you had to pull it off of a website, it's not suitable for us print, ESPECIALLY on large-format jobs such as banners and signage. Website images are set to screen resolution (72 dots per inch) to maximize quick loading times. Print images need to be set at a higher resolution - 300 dots per inch if a photograph or logo file saved as an image such as a JPEG. For logos, designers prefer to work with vector files, most commonly saved as EPS files. These files are infinitely resizeable and can be used in large format applications such as signs and billboards. If your logo was produced by a graphic designer, they should have it in a vector format. Having this on hand saves the headache (and extra expense) of having someone convert the file to a vector when needed.

Photographs also need to be high resolution. The saying goes, "you can't put lipstick on a pig" - if we're presented with a JPEG photograph that has a file size of 52kb, there is no way we can make it look good on a 4'x6' banner. Make sure if you have photographs taken for your business, that you are provided high resolution images for print use, and keep those in a safe place! Again, right-clicking and saving images off of your website won't suffice in the print world.



small files can especially reproduce poorly on large-format printing jobs, such as banners, posters and signage.