

We accept the following file types for artwork:

.ai (Adobe Illustrator Document)

.psd (Adobe Photoshop Document)

.eps Created with Adobe Photoshop or Illustrator. Can contain both vector and bitmap graphics and is supported by virtually all graphics, illustration, and page-layout programs.

.jpg Commonly used to save photographs. It retains all color information but compresses file size by selectively discarding data. Most graphical programs can produce JPG files.

.tiff A flexible bitmap image format supported by most paint, image-editing, and page-layout applications. It does not selectively discard any data creating a larger file than a JPG.

.pdf A Flexible, cross-platform, cross-application file format that accurately displays and preserves fonts, page layouts, and both vector and bitmap graphics.

Click Here Send Your Art Files
For Free: www.WeTransfer.com

When Submitting artwork: Please make sure your files are packaged with all necessary information (fonts, links, info)

Raster Files

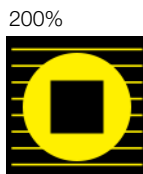
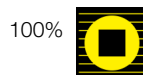
Definition of Raster: Any artwork which is composed digitally of horizontal and vertical rows of pixels to make up an image. Raster files are resolution dependent and cannot be enlarged without losing image quality.

When submitting Raster Artwork

Please make sure that it is sent in with a high resolution. The following list is a recommendation for resolution requirements

- 1:1 Scale @ no less than 100 ppi
- 1/2 Scale @ 200-300 ppi
- 1/4 Scale @ 400-600 ppi

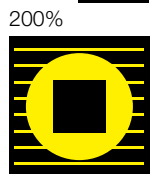
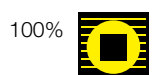
Raster Images:
Quality diminishes when enlarged



Vector Files

Definition of Vector: A flexible, cross-platform, cross-application file format that accurately displays and preserves fonts, page layouts, and both vector and bitmap graphics.

Vector Images:
Quality does not diminish with size



When submitting Vector Artwork

- Please convert **ALL** fonts to “outlines”.
- Please submit your artwork to scale indicating the scale ratio.
- Please make sure your file has all it’s layers in tact if you work with layers. No need to crunch everything down to a single layer.

Document Edge

This is where the document is going to be trimmed to the art’s finished size.

Bleed Area

This is the part of the document that will get trimmed off after printing. All art that touches the document’s edge must extend beyond it into the bleed area. That is necessary to guarantee a clean art edge. It is imperative that important information (ie. text) is kept away from the document’s edge. This prevents any information from being cut off.

Safe Margin

Keep important art and information in an imaginary “safe area” in from the document’s finished edge. Any text, graphics or photos that extend into the bleed area will have that portion of the art cut off.

