

SUBMITTING PRINT-READY FILES

If you want your project to look just as good on paper as on your monitor and avoid delays and/or additional setup charges, review your design prior to submission to ensure it meets the following criteria:

1 Use the Right File Format

Image format is essential for producing high-quality prints. ADI Print Solutions prefers files in the following formats (provided they adhere to the rest of our artwork guidelines): AI (Adobe Illustrator), PSD (Photoshop), INDD (InDesign), and PDF. Acceptable file formats for images are TIFF and EPS (best quality), JPG and PNG (may be subject to image degradation due to compression). Other file formats are accepted but may incur a setup fee to convert to print-ready formats.

2 Check Your Color Mode

Although designers often use RGB colors for digital graphics, files should be converted from RGB to CMYK for print. Most applications will let you convert from one color mode to the other, but keep in mind that the standard gamut of CMYK colors is smaller than the RGB range. Because your RGB monitor is backlit, you will never see the depth of color on a printed sheet that you can view on-screen.

3 Include Bleed and Crop Marks

When working with images that need to extend to the edges of the paper, you need to include a 0.125" bleed area. The bleed is a margin of space around the image that will be trimmed down after printing. Without a bleed, we will not be able to fit your piece to fill a surface perfectly and there may be white lines around the edges. In addition to bleed, also include crop marks to show the final trim size.

4 Determine the Image Resolution Quality

When converting a digital image for print, you should have a resolution of at least 300 dpi for small format (up to 12" x 18") printing. However, the exact size of the final printed material—especially large format prints—may require you to use a higher resolution image to achieve 300 dpi at final print size.

5 Proofread Your Text

Always proofread the text of every document or design that you plan to print. ADI Print Solutions will not be held responsible for typographical errors on customer-supplied files.

6 Artwork Sized to Final Dimensions

You can avoid any miscommunication about the size of your artwork by providing it with the same dimensions you want it to appear. We recommend setting your graphic design software to measure units in inches (rather than pixels) to align your artwork with the units typically used in print shops.

To avoid prepress charges or project delays, ensure all items below have been addressed:

- ADI Print Solutions prefers files in the following formats: PDF, INDD (InDesign), AI (Adobe Illustrator), or PSD (Photoshop). Image files are not ideal, but should be submitted as TIFF, EPS, JPG or PNG.
- Crop marks are included and 0.125" bleed is provided for pictures, graphics, or text which either touch or run off of the edge of the page.
- Document size of file should match the actual trim size of your project.
- Multi-page document files should be supplied as single pages only.
- Ensure document folds are placed correctly. Check alignment of all elements which are placed on document folds.
- Files are approximately 300 dpi effective resolution as placed in your document.
- If a native file is supplied (anything other than PDF), all linked images and font files must accompany it.

A prepress fee estimate will be provided for artwork which does not meet these standards.