

- Color:** Convert all RGB to CMYK or to grayscale.
- Resolution:** All photos should be 300 dpi. All line art should be 600 lpi.
- Format:** Save images as high resolution formats.
- Bleed:** Reserve at least 1/8" beyond the actual trim size.
- Borders:** Reserve at least 1/4" from the trim line for any borders and do not place any text there.
- Hairline Rules:** All thin lines should be at least .25 point thick.
- Rich Blacks:** Large black areas should be rich black (63C 52M 51Y 100K).
- Gradients:** Use a photoshop gradient instead of a vector gradient. Avoid using harsh gradients that go from 0% to 100%.
- Transparency:** Flatten all transparencies and other effects used in vector format softwares such as Illustrator and InDesign. All .tif, .eps, and .psd files must have a background color other than NONE. (If no background color, use white)
- Linked Graphics:** Include all linked graphics that are used in the file.
- Fonts:** Provide all fonts (TrueType and OpenType) or convert fonts in .eps files to outlines.
- PDF's:** Optimize PDF's for press and include appropriate crop marks.
- Proof:** Include a laser or low res PDF mock-up of your final file for output and indicate any special information.