

Preparing Digital Files

Please use the following checklist when preparing your digital files. These guidelines aid in the efficiency of the production process and help to avoid possible quality concerns, delays, art charges and rush fees.

AdSell Companies Checklist

- Proportions of the documents MUST match the desired final size and cropping is clearly marked.
- Save each layout as its own file or page. (Note: when a single layout requires paneling, save the entire layout on one page.)
- Artwork MUST allow for finishing (sleeves, grommets, frames, etc). – Any image/text that should not be stitched through must be far enough away from edges to accommodate stitching of sleeves and hems.
- When paneling will be required:
 - Consider how this will affect the art.
- When sending Illustrator, or QuarkXpress documents, be sure to include all support files: ie, linked images, fonts, etc.
- General File Requirements:
 - All files should include a 1/8" bleed and crop marks.
 - Use ZIP or LZW compression whenever possible.
- To avoid confusion:
 - ONLY send files needed to produce the job.
- Support files MUST not be embedded. All files must be saved in an editable format and linked.
- Supported file formats:
 - Quark, Photoshop, Illustrator and InDesign
- Submit files in appropriate file formats:
 - Vector Art: Native file format or as an EPS (DO NOT submit Quark EPS format files).
 - Raster Art: Native file format or as an EPS or Tiff (DO NOT submit JPGs, GIFs, PICTs, etc).
- All images are saved at the appropriate resolution:

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| Large Format: 75 – 100 dpi at final print size. | PMS Callout |
| Offset: 300 dpi at final print size. | Coated |
| Digital Printing: 150 – 300 dpi at final print size. | Coated |
- Vector images must be illustrator or freehand compatible.
- Illustrator and InDesign files using transparencies may experience printing difficulties and undesired results; delays should be expected.
- Adobe Illustrator files:
 - Save As an AI or PDF file.
 - Outline ALL fonts.
 - Embed (do not link) ALL images.
- To ensure accurate color matching, specify Pantone (PMS) colors. – When Pantone equivalent colors are not available, proofs are strongly recommended to review colors.
- Include both printer and screen fonts for all files or convert all text to outlines. (True type and Multiple Master fonts must be converted to paths or they will not print.)
- Raster images must be Photoshop compatible.
- Adobe Photoshop files:
 - Save As flattened TIFF files using LZW compression.
 - Optimal printing requires a resolution of 100 dpi at final output size.
- Create and view Photoshop files in the appropriate color mode:
 - Off-set: CMYK - Digital Printing: CMYK
- Adobe InDesign files:
 - Save As an INDD or PDF file.
 - Turn on color management for all images embedded in the document.
 - Outline ALL fonts and embed (do not link) ALL images.

Note: DO NOT resize or rez-up low resolution files to a higher resolution.



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