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## Vertical Printing & Graphics FAQ

### **What type of files can I send?**

send .eps, .tif, .pdf, .jpg, .psd, .ai, .qxd, .indd, .pub, .doc, .xls, .csv, .dbf, .txt

We would prefer you to send PDF's and EPS files with outlined fonts. These files are much easier to handle and will likely speed up your turnaround.

### **What color mode should my files be in?**

You should always save your artwork in CMYK mode. If you send us an RGB file, there is a chance that a color shift may occur and you may not be satisfied with your job, and we will not reprint your job with out new charges. Spot colors will also cause color shifts.

### **What resolution should my file be?**

We accept 300 DPI files, and no less. Low resolution orders will be placed on hold until we receive new files, slowing your turnaround. We will notify you if the files are low resolution.

### **How should I set up my bleed and crop marks?**

If you are sending an EPS or PDF, make sure you include an 1/8in bleed with crop marks so we will know where to cut your job.

### **Borders on jobs**

If the border is too close to the cutline, it may be cut off-center slightly. We cut through many sheets at a time, so watch your borders to avoid an unwanted mistake.

### **How can I avoid transparency issues?**

Any transparency issue can be resolved before saving your file. Within Illustrator, you may select the artwork, go to Object and choose "Flatten Transparency".

Also, please make sure to convert your pantone colors to CMYK. They will interfere with objects and cause things to drop out.

### **How should I label my files before uploading them?**

All we ask is that the front is labeled as the front, and the back is labeled as the back. For jobs with folding, please indicate the front panel.

### **What is overprint, and how can it ruin my file?**

Primarily used to intentionally overlap Inks for a number of reasons. We suggest that you turn all overprint objects off before submitting your files. Unexpected results may occur if you have accidentally set certain things to overprint.

### **New Postage Rate**

Effective Monday, May 14, 2007\_The United State Postal Service (USPS) are raising their prices for postage. Orders place as of today will receive the new prices for postage.

We reserve the right to refuse service without disclosing a reason.

Prices are subject to change without further notice.

### **What forms of payments do you accept?**

Visa, MC, Amex, Discover, Checks and Cash.

### **What is a full bleed?**

When the printed inks run all the way to the edge of the paper.

### **What is a PMS color?**

Stands for Pantone Matching System and is the trade name for a color-matching system used by printers to specify inks for printing. A specific formula is used to produce each shade, and each shade is assigned a specific number.

### **What is Process Color?**

Any of the three subtractive primary colors - yellow, magenta, and cyan - that are used in combination with one another to reproduce the entire visible spectrum.

### **What is Digital Color?**

Toner based, black, yellow, magenta, and cyan digital print process- that is used in combination with one another to reproduce the entire visible spectrum.

### **What database formats do you accept?**

Excel, .DBF, .TXT, .CSV

### **File Compression Tips**

If you are uploading or e-mailing files larger than 5 MB, you should compress your files prior to transfer. Take all the files for your job and place them in one folder. Then compress the folder as a .zip file using Winzip or PK Zip if it is a Windows platform file. Use Stuffit for the Macintosh platform and BinHex encode the file so that your folder will retain its resource fork and arrive with its icons intact. If your files are extremely large, you may want to compress them into several archives. This will make it easier to upload the files.

- Save JPEGs at the highest quality compression level.
- When saving TIFFs, do not turn on LZW compression if it is available.

When saving files as EPS, make sure that preview is set to Macintosh or TIFF, 8-bits/pixel and Encoding is set to Binary

### **Here are some guidelines for preparing your files for printing.**

- Images should be 300 dpi (dots per inch) at the final size in the layout.
- Text should be 400 dpi at the final size in the layout.
- Use TIFF or EPS file formats to achieve the best color quality and sharpness of image. Other file formats tend to remove some of the original images. Images originally taken from a digital camera usually appear in JPEG format and need to be converted to a TIFF. If your image is a photograph, we recommend an EPS file format.
- Try to avoid using images from the Internet or websites. These usually appear in GIF, JPEG or PNG file formats at a low dpi. Color and resolution are removed from these images to allow for rapid transfer. These images would appear fuzzy and dull if used for print as well as many images are copywritten.
- Make sure all photos are set in the proper mode (CMYK).
- Make sure your files are linked, not embedded, and that you send all your layout, image and font files (both screen and printer fonts) to us.

## Software Tips

Because there are so many software options for graphic design and desktop publishing, it would be impossible for us to include all the detail required on our site. Instead, we have put together a list of support sites for the most frequently used software products as well as other reference sources to help you understand printing and how to prepare your files. Software Support

Each of these sites offers tips, tutorials or other information to help you use their software effectively.

### Adobe Products

- [PhotoShop](#)
- [Illustrator](#)
- [InDesign](#)
- [PageMaker](#)

### Microsoft Products

- [Publisher](#)
- [Word](#)
- [PowerPoint](#)
- [Excel](#)

### Other Design/Publishing Software

- [QuarkXPress](#)
- [Freehand](#)
- [CorelDraw](#)
- [FileMaker Pro](#)

### File Compression Software

#### For PC's

- [WinZip](#)
- [PKZip](#)

#### For Macintosh

- [Stuffit Deluxe](#)
- [ZipIt](#)

### PDF's

- [Adobe Acrobat](#)

## Mailing & Distribution

Zip Code Application/Verification. CASS Certification verifies and updates zip code accuracy as well as adding 5-digit, ZIP + 4 and delivery point codes not included in your file. Carrier Route. Verifies and updates Carrier Route codes while applying missing codes. Verification ensures that you receive the maximum Carrier Route Discounts allowable. For more information on rates and regulations check with the US Postal Service at <http://www.usps.gov>