



## ACCEPTABLE FILE FORMATS

<b>Program</b>	<b>File Format</b>	<b>Preferred Format</b>
Adobe Illustrator	.ai, eps	.pdf
Adobe InDesign	.indd	.pdf
Adobe Photoshop	.psd, tiff, jpg, eps	.pdf
Microsoft Publisher	.pub	.pdf
Microsoft Word	.doc, .docx	.pdf
Microsoft Powerpoint	.ppt, .pptx	.pdf
Microsoft Excel	.xls, .xlsx	.pdf

## TIPS

- We strongly suggest that all files be converted to press-ready pdfs with bleeds added if artwork goes to the edges of the document. Microsoft Publisher has a Pack and Go, Save for Commercial Printer feature that should be used to prepare files for the printer.
- For more accurate color, please use PMS colors instead of RGB or CMYK builds.
- All elements that touch the trim or edge of the page need to bleed (extend beyond the trim) at least 1/8" to avoid having bare paper show on edges of the piece after trimming.
- Using word processing, data, or presentation programs (Word, Publisher, Excel, Powerpoint) for creating page-layouts often causes pagination, font and color problems.
- Avoid using Photoshop or photo-retouching programs for creating page-layouts as well. Black text may not separate properly, and type can appear fuzzy or jagged around the edges.
- Panel sizes sometimes must vary on a piece that has multiple folds. An 8-1/2x11" letterfold brochure, for example, should have the following panel widths: (front panel) 3.6875", (back or mailing panel) 3.6875", and (panel that tucks in) 3.625".
- DO NOT build your files as reader's OR printer's spreads. Build your pages as individual pages at actual trim size. Reader and printer spreads cause problems with this workflow, and WILL incur additional time and charges to your job.
- Send all screen and printer fonts for every typeface used in your document, including fonts used in graphics to avoid font substitution.
- Avoid using obscure fonts not created by a professional type foundry. Do not use fonts downloaded from freeware and shareware websites, most often they will not print properly or print at all.
- Design or Copy should not be closer than:  
3/16" from trim edge of piece.  
3/16" from holes, slots, scores, etc.