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FILE SUBMISSION STANDARDS

FILE FORMATS

We accept formats from various graphic applications - PLEASE be sure to convert all fonts to outlines/curves.

We accept most file types; some of the most common ones are PDF, EPS, TIF, and JPG.

FILE RESOLUTION

• Save all photos in CMYK MODE, not RGB MODE. Images saved in RGB mode will not print properly.



CMYK Mode



RGB Mode

• Images or photos should be saved at 100% (full size) and placed in your document at that size or smaller at a resolution of 300 dpi (dots per inch). Enlarging an image in your layout could cause the image to start looking blurry or bitmapping.



300dpi placed@100%



300dpi placed@150%

• You should know that photos under 300 dpi will start to look blurry. **Keep in mind that most images taken off the Internet are 72 dpi and far too low resolution for printing.**



300 dpi



72 dpi