FILE SPECIFICATIONS

When submitting artwork, please follow the recommendations on this page to help ensure the best quality of your imprint. Artwork not meeting these standards may incur additional production time and charges.

Submitting Artwork

• Email: Please send your art files and purchase order together and state PO# and company name in the subject line.

• For large files (anything exceeding 7 mb) we recommend using our file sharing website. Here's how:

 1. Go to
 2. Select the files you wish to upload.
 3. Be sure to reference your PO# in the message field.
 4. Hit Transfer.
 5. You will receive E-mail confirmation once your files are received.

Accepted Programs and File Formats

PREFERRED PROGRAMS
Adobe Illustrator - Saved as **.ai, .eps** or **.pdf** - Fonts converted to outlines.

ACCEPTED PROGRAMS
Corel Draw - Export files as **.ai** - Convert all text to curves.
Freehand - Export files as **editable EPS** - Convert all text to paths.

Fonts

All fonts must be converted to outlines/curves/paths. Be sure to send all screen and printer fonts. If fonts are not properly sent delays on your job can occur.

Free fonts used for typesetting:
 · Times New Roman
 · Arial

Mechanical Artwork

Mechanical art is camera-ready and is the size to be printed; is crisp black and white; requires no touch-up.
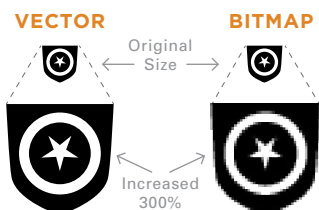
Digital Artwork

The best and highest quality imprints are made from VECTOR ART.

VECTOR ART is made up of paths which are defined by points, lines and curves and represented by mathematical equations. Vector art can be scaled to any size and retain its proportions, sharpness and detail at no loss in quality.
Note: A scanned image (e.g. .jpg, .gif, .bmp, .tiff, .psd, .pdf) or art created in a photo/paint program is not vector art, it is a raster image.

RASTER IMAGE is a collection of pixels or dots arranged in a rectangular grid known as a bitmap. Scaling a raster image to a larger size results in a loss of quality as the pixel squares get bigger and create jaggy edges on the image. In addition, placing, linking, embedding, or copying these images into a drawing program does not convert them into vector art and will not meet our art requirements. If raster images are the only available art, they must be at least 300 dpi at actual print size.

Vector Vs. Bitmap

VECTOR   BITMAP

Original Size

Increased 300%

Vector will retain its integrity when the size is modified. The bitmap loses it's quality when it is enlarged because each individual pixel is increased.

Resolution

Amount of pixels in an image, measured in dots per inch (dpi).

HIGH RESOLUTION BITMAP

LOW RESOLUTION BITMAP