

Checklist for preparing digital files:

Please use the following checklist when preparing your digital files. The following guidelines are designed to ensure the efficiency of the production process. Our goal is to avoid possible quality concerns, delays, art changes and rush fees.

- Provide a pdf for each file. Check the pdf to ensure that it is accurate. Illustrator or Freehand files using transparencies may have printing difficulties. A pdf gives us something to check against.
- Files must be saved in an editable format and linked. Links MUST be included and not be embedded.
- To avoid font problems, all files MUST have text converted to outlines and or paths. This way you will not have to send fonts.
- To avoid confusion ONLY send files needed to produce the job. i.e. print ready.
- Crop and file size should be clearly marked.
- Specify Pantone (PMS) colors to ensure accurate color matching.
 - When PMS colors are not available, proofs are strongly recommended to review colors.
- We encourage that you build files as vector art to ensure optimum quality.
- File resolution should be at or around 150 dpi at actual print size.
 - DO NOT resize or rez-up low resolution files to a higher resolution.
- Files should allow for finishing (i.e. pole pockets, grommets, frames, etc.)
 - If you do not want an image or text to be stitched, it must be far enough away from the trim.
 - Allow enough bleed for finishing- standard bleed is 1/2 inches.
- When page tiling is required please check text and images to see how they will break.
- Documents MUST be proportionate to the final size.

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- Files can be sent the following ways:

Via FTP, CD, DVD, email, Zip.

- When uploading to our FTP site, create your own folder so it can be identified. If your using a PC, you can simply drag and drop the file. For mac, you must use ftp software to upload. i.e. fetch
 - ftp.expresscolor.com
 - call your salesperson for username and password.