

Preparing Files

For best results please follow our guidelines.

FILE FORMAT:

We accept the following file formats TIF, TIFF, JPG, EPS, PNG, AI, PSD, and PDF.

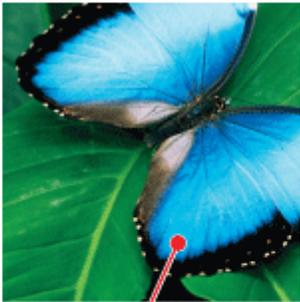
FILE SIZE:

The maximum acceptable **combined** file size for all uploads is 75MB (megabytes).

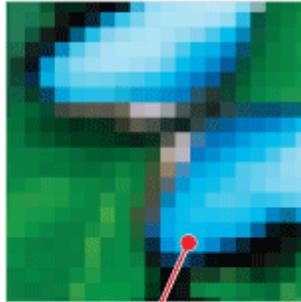
RESOLUTION:

All file formats must have a minimum of 350 dpi (dot per inch) resolution.

The images designed for the web are done at a low screen resolution of 72 dpi. Print images need to be created at 350 dpi or there will be a substantial drop in the image quality.



Picture created and printed at a high resolution of 350 dpi.



Picture created at a low resolution of 72 dpi will cause the image to be jaggy and not crisp.

COLOR MODE:

All color artwork and/or images must be provided in CMYK (cyan, magenta, yellow, black) color mode.

All black & white artworks and/or images must be provided in grayscale color mode.

Heavy black ink might cause smearing.

PREPARING FILES: COLOR ▶

BLEED:

What's a bleed?

Bleed is the portion of the product that will be trimmed off when it is cut to the final size.

Why bleed?

The purpose of a bleed is to continue a color, image, or design to the edge of the product. Due to the possibility of shifting in the trimming process, a bleed is required to ensure that a white line does not show on the edges of your product.

We require ALL files to be built to the full bleed dimension specified for each trim size.

We automatically trim the bleed off of each side, which will result in the desired trim size.

For example: all business cards except for the 2" x 3.5" with round corners and 2.17" x 3.35" with round corners require a 0.1" bleed to each dimension (or 0.05" bleed on all four sides). Thus, a 2" x 3.5" business card would have

a bleed size 2.1" x 3.6". Please visit our [download templates](#) page and design your files on these templates to ensure proper bleed.

Please build your print-ready digital files by adding the appropriate bleed to your file.

Add 0.1" bleed to each dimension (or 0.05" bleed on all four sides) for the following products:

- business cards (For the 2" x 3.5" with round corners and 2.17" x 3.35" with round corners, add 0.325" bleed)
- bookmarks
- CD packages
- club flyers
- collectors cards
- DVD packages
- event tickets
- postcards (For the 4" x 6" postcard with round corners and 5.5" x 8.5" postcards with round corners, add 0.325" bleed)
- rack cards
- rip business cards
- rolodex
- stickers
- table tents
- tent cards

Add 0.125" (1/8") bleed to each dimension (or 0.0625" bleed on all four sides) for the following products:

- brochures
- door hangers
- envelopes
- flyers
- hang tags
- letterhead
- mini menus
- notepads
- posters
- staggered cut flyers
- posters (wide)
- banners
- window clings
- window decals
- yard signs

Add 0.325" bleed to each dimension for all special shapes.

Add 0.1875" bleed to each dimension for roll labels (or 0.09375" bleed on all four sides for square or rectangle roll labels).

Add 0.225" bleed to each dimension (or 0.1125" bleed on all four sides) for presentation folders, except for the 9" x 12", which has a bleed of 0.3".

Add 0.375" bleed to each dimension (or 0.1875" bleed on all four sides) for booklets, calendars, and catalogs.

CROP MARKS:

Please build your press-ready digital files by adding crop marks.

Lines indicating where the paper should be cut to produce the correct size.



Trimming Zone:
Allow 1/16"
cutting tolerance
around your file.

Bleed Zone:
Make sure to
extend the
background
images or
colors to the
edge of
the box.

Safe Zone:
All critical elements
(text, images, logos,
etc.) must be kept
inside the blue line.

FONTS:

- Fonts must be embedded in PDF files.
- Fonts must be outlined or converted to paths or curves in EPS files.
- Some fonts have copyright restrictions and will not embed in PDF Files.
- Quark Express: Fonts and images must be included with all files submitted. (Mac only)

SAFE ZONE:

All critical elements (text, images, logos, etc.) must be kept at least 0.125" inside the edge. Anything left close to edge may be cut off during trimming.

BORDERS:

Please allow 1/16" cutting space around your card. No borders are recommended, as shifting in the cutting process may make borders appear uneven.

PERFECT BINDING:

We do not recommend crossover images and/or copy, as these elements may be lost in the gutter and may not line up after binding.

Please keep all critical images and/or copy within the Safe Zone to ensure these elements are clearly visible and there are no line-up registration issues when the product is bound.



DIMENSIONS:

Products

Final Print Size - 350dpi

Size with Bleed - 350dpi

Business Cards

Inch: 2"x3.5"
Pixels: 700x1225

Inch: 2.1"x3.6"
Pixels:735x1260

Postcards

Inch: 4"x6"
Pixels: 1400x2100

Inch: 4.1"x6.1"
Pixels:1435x2135

Postcards

Inch: 4.25"x5.5"
Pixels:1488x1925

Inch: 4.35"x5.6"
Pixels:1522x1960

Postcards

Inch: 5"x7"
Pixels:1750x2450

Inch: 5.1"x7.1"
Pixels:1785x2485

Postcards

Inch: 5.5"x8.5"
Pixels:1925x2975

Inch: 5.6"x8.6"
Pixels:1960x3010

Rackcards

Inch: 4"x9"
Pixels:1925x2975

Inch: 4.1"x9.1"
Pixels:1435x3185