

ELECTRONIC FILE GUIDELINES

Please use this check list when preparing your "print ready" files for ClarkCards.

ELECTRONIC FILE SUBMISSION:

- Provide a directory of all files contained on the supplied disk
- Identify the platform, program and version used
- Include all the supporting files (photos, artwork, fonts, etc.) necessary to print the job
- We accept files on CD-ROMs, ZIP, floppy disks or files uploaded to your private folder
- Virus check your files before you send them to us.
- **Include paper copies of the finished project layout (copies must include the entire project – front to back)**

ORGANIZE:

- Name your files in a logical and orderly manner that will be understandable to someone unfamiliar with the project
- Group elements in folders appropriately
- Avoid sending us files that we do not need

NAMING FILES:

- Keep file names under 13 characters. Don't use symbols or spaces, except for periods (.) or underscores (_)

GENERAL DOCUMENT LAYOUT:

- Documents must have a minimum of .125" (1/8") bleed
- Build colors using CMYK
- ClarkCards's Printer Black is 50C 30M 30Y 100K
Large areas of black look best in Printer Black
Small text should remain just black
- Include all screen and printer fonts used
Absolutely do not use the style option for bold, italic, shadow or outline effects within any page layout program
- **Include paper copies of the finished project layout (Copies must include the entire project – front to back)**

QUARK, PAGEMAKER, OR INDESIGN:

- Build your document to the size of the final product (trim size). Bleed should be .125" (1/8") outside of the document
- Images must be imported between 75% and 130% to output properly and for quality reproduction
- Critical images or type that do not bleed must be .125" (1/8") inside the trim area
- Do not save your files as a Quark EPS
- "Clipping Type" used for photos in Quark must be "item" or "embedded path." Cut-outs must be done in Photoshop

ILLUSTRATOR/FREEHAND:

- Convert all fonts to outlines.
- Avoid placing photos in these programs
Place them into your desktop publishing program

PHOTOSHOP:

- Resolution: 300 pixels per inch or higher – at the size used in your finished product
- Save as CMYK or RGB – TIFF format
- Do not flatten your PhotoShop files. If you do, we cannot make any adjustments or edits if you request them. Both a flattened file and a file which includes the layers may be sent
- We recommend you send in your original artwork, slides, or prints, and have ClarkCards scan them
- Avoid using low quality web graphics

PC FILES:

- We handle PC files at our discretion. Contact customer service for further information
- Preferred file formats for supporting files are TIFF for photographs and EPS for vector graphics

PDF FILES:

We will accept PDF files ONLY if the following criteria are met:

IMAGES:

- Built full size (100% of finished product)
- Resolution must be 300+ dpi
- CMYK is preferred
- All fonts are embedded in the PDF
- .125" (1/8") bleed is built into each side of the file
- Document resolution is set at 2540 dpi
- Printers Marks / Registration Marks are on "centered"

It is helpful to include the following, in the event that a change must be made to your PDF file:

- All fonts (saved in a separate folder)
- All supporting images (saved in a separate folder, full size, in CMYK, at 300 dpi)
- The original file in its native application

UPC's & ISBN's:

It is best for us to create these files – do not set them into Photoshop or an image setting program

You may upload your files directly to us via your private folder.

Be sure to follow the Upload instructions on www.clarkcards.com