

ARTWORK SPECIFICATIONS & INSTRUCTIONS

Digital Color & Black & White Printing

- Background artwork/color must extend outside of dieline to document edge to create bleed. (See example below)
- Accepted art formats for drop and go: HIGH RES PDF with bleeds pulled, and marks TURNED OFF. (see example for BLEED settings below)
- Other art formats accepted are: Quark 7.5, Illustrator, InDesign, Photoshop CS3, Freehand 11, Publisher files, EPS, JPEG files (minimum 300dpi). These files will need to include all fonts converted to outlines or fonts submitted with file. All links will need to be embedded or sent with file. It is STRONGLY recommended Word and Excel files are converted to a high resolution PDF.
- COLOR MODE: CMYK or RGB

Offset Printing

- All above apply to offset printing with the exception of COLOR MODE. All files for offset printing must be in CMYK or Spot Color

Bleeds

Example is a business card with final art size of 3.5 x 2. With .125" bleed your file size will be 3.75 x 2.25

*Quark, Illustrator, InDesign, and Freehand, the finished size is the document size. **Example:** The document or page size on a business card is 3.5 x 2. Bleeds are pulled beyond that size to a minimum of .125 "all sides". Photoshop requires the bleed size to be included in the document size. **Example:** A business card document size is 3.75 x 2.25 for a .125 bleed.



Incorrect - NO BLEED



Correct - BLEED

Supplying Artwork

Artwork can be uploaded via www.sprintimage.net, or by email: graphics@sprintimage.net, nate@sprintimage.net

