File Requirements:

To Ensure the Best Quality Printing Results

- All Files must be High Resolution - 300 DPI or Higher
- All Files that print to the edge of the sheet must include 1/8" Bleed on all sides past the trim and add crop marks if possible to show correct trim
- If spot color printing is being used, please verify that the spot colors are assigned correctly and everything separates correctly.
- All images and files should be created using CMYK Color to ensure print color accuracy. RGB will be converted to CMYK for digital and offset printing. Special printing processes may be able to use RGB images.

Preferred File Types:

Adobe InDesign - (INDD Files) Packaged File with all support Images and Fonts
Adobe Illustrator - (AI or EPS Files) All images embedded and all fonts included or outlined
Adobe Photoshop - (PSD, TIF, JPG Files) High Resolution images (300 DPI) and CMYK Color
Adobe Acrobat - (PDF Files) CMYK Print Ready PDF files with Fonts and Images Embedded. PDF/X-1a:2001 preferred.

Accepted File Types:

(These files may require additional set up costs, cost will be quoted before the job is printed)

Microsoft Word, Publisher, PowerPoint, Excel

- Due to not being able to package Microsoft Files with images and fonts, type may re-flow if you submit native Word, Publisher, or PowerPoint Files. It is always best to submit a print ready PDF whenever possible to ensure printing accuracy.

Variable Data Printing:

If you require custom variable data addressing on postcards or mailers files must be provided as either a .xls or .csv file. Each data field must have its own cell in the file and there can be no empty fields to work with our merge software. Below is an image showing the correct way to format your Excel file for variable data printing.

	A	B	C	D	E	F	G
1	First Name	Last Name	Company	Address	City	State	ZIP Code
2	Al	Johnson	So Cal Graphics	1111 First Ave.	San Diego	CA	92111
3	Bill	Front	Cullian	3022 Division St.	San Diego	CA	92112
4	Al	Johnson	So Cal Graphics	1111 First Ave.	San Diego	CA	92111
5	Bill	Front	Cullian	3022 Division St.	San Diego	CA	92112
6	Al	Johnson	So Cal Graphics	1111 First Ave.	San Diego	CA	92111
7	Bill	Front	Cullian	3022 Division St.	San Diego	CA	92112