<u>For best results please follow our guidelines</u>

Specification for all print and ship products.

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

FILE SIZE:
The maximum file size acceptable for upload is 30MB (megabytes) per file.

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.
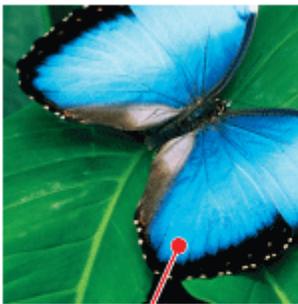
Picture created and printed at a high resolution of 350 dpi.
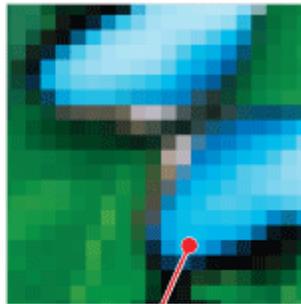
Picture created at a low resolution of 72 dpi will cause the image to be jaggy and not crisp.

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.

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: business cards 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 www.radiusconnection.com and click on 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
- postcards
- rip business cards
- stickers

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

- door hangers
- envelopes
- flyers
- hang tags
- letterhead

FONTS:

   a. Fonts must be embedded in PDF files.

   b. Fonts must be outlined or converted to paths or curves in EPS files.

   c. Some fonts have copyright restrictions and will not embed in PDF Files.

   d. 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.

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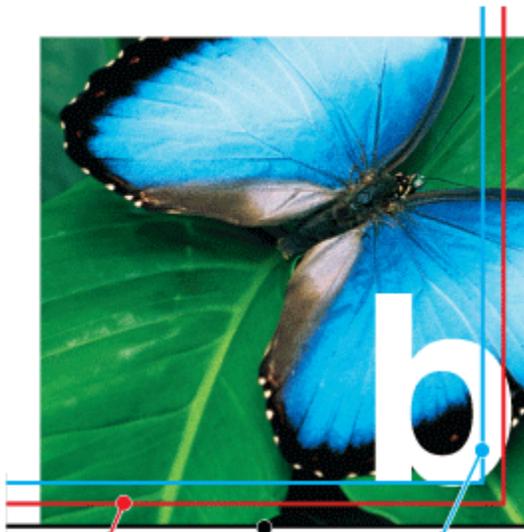
Trimming Zone: Allow 1/16" cutting tolerance around your file.

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.