



# SMALL FORMAT ARTWORK SUBMISSION GUIDELINES

Setting up your files as suggested will ensure that we can produce high quality graphics in a timely manner.

## PREP

**Color Mode:** CYMK

**Sizing:** Build your page layout to the file size (*don't put a 5"x5" design on a 20"x20" page*)

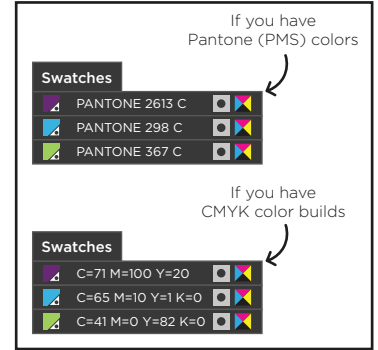
**Photos:** High resolution files at final output size (*preferably 300 dpi*)

**Colors:** Embed all PMS or CMYK builds into your file. (see figure a.1)

For Rich Black, please use **C40M30Y20K100**

**Bleed:** Add 1/8" bleed to each side (*Bleed refers to an extra amount of image or background color that extends beyond the trim area of your printing piece.*)

**Margin:** Keep all content at least 3/8" inside the trim line (see figure a.2)



a.1

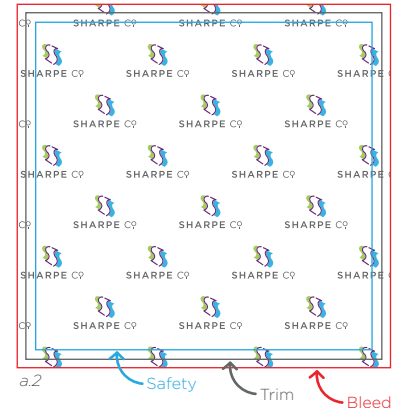
## EXPORT

**Save:** Save your native file (.AI, .INDD, .PSD)

**Package:** Package your file (*Packaging your file ensures that we have everything we need to use your file. Please make sure all options are checked*)

**Save Again:** Save a PDF of your file with bleed and include this in your Packaged Artwork folder. (*Please do not include printer marks in the PDF*)

**Compress:** Compress your final packaged artwork folder (.ZIP)



a.2

## SHARE

<https://fm.adcolornc.com/login>

You will be prompted to enter in a username and password.

Please ask your Account Representative for your username and password.

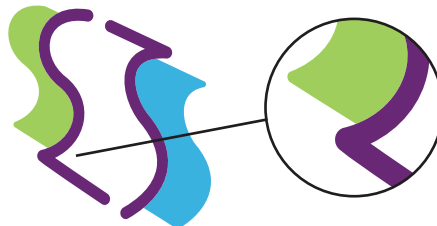
When your files have been uploaded, please notify your Account Representative.



### VECTOR / OUTLINES

.AI, .INDD, .PDF, .EPS, .SVG

Illustrator is a vector based program

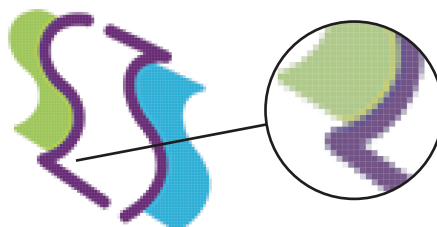


**Logos & Fonts are vector**  
Crisp, Clean lines  
Infinitely Scalable  
Editable

### RASTER / BITMAP

.PSD, .TIFF, .JPG, .PNG

Photoshop is a raster based program



**Photographs are raster**  
Blurry when enlarged