



# GUIDELINES FOR PRINT FILES

---

## PRINT FILE CHECKLIST

- File is saved as PDF, EPS or AI**
- File is at least 150 dpi at final print size**
- Layers are not flattened**
- Fonts are converted to outlines**
- Dark blacks are specified as Pantone Black C**

---

## CHECK YOUR FILE CAREFULLY BEFORE SUBMITTING

Initial file set-up is free, but there is a **\$25 change fee** if file is changed after initial set-up for any reason, including resolution problems.

No changes may be made after the file is printed.

Fabric test proofs available for \$25 plus shipping.

- 
- **File Dimensions** - Set up the file at full size; include ½" outside trim marks for areas that bleed.
    - EZ Backdrop: 110" x 94"
    - EZ Runner: 24" x 60"
  - **Layers** - Do not flatten file.
  - **Fonts** - Convert all fonts to outlines.
  - **Links** - Embed all graphics into one final file; there should be no links.
  - **Graphics** - Vector graphics are preferred. Non-vector images such as photographs must be at least 150 dpi at final print size. **Never use low-resolution images.** Resaving a low-res image as a larger file will not increase its quality.

Check resolution of your image by zooming in to 100% on your computer screen. If the image looks unfocused or pixilated, the resolution is too low.

- **Need a Designer?** Our artist is very good at creating eye-catching designs from our clients' logos, photos, and suggestions. Artwork design is charged by the hour: \$100 for the first hour (minimum fee), plus \$60 per hour thereafter. It usually takes 3 to 4 hours of design time to create a file, including the initial design and up to three revisions based on client's suggestions after seeing proofs. We have never had a design take more than 4 hours, costing \$280.