

Expressway Printing, Inc.

Artwork Submission Guidelines

1. What type of files to send?

We require files to be a high resolution .PDF with outlined fonts. These files are easier to handle and will likely speed up your turn-around. Remember to add crop marks and flatten your files before uploading.

2. What color mode should my files be in?

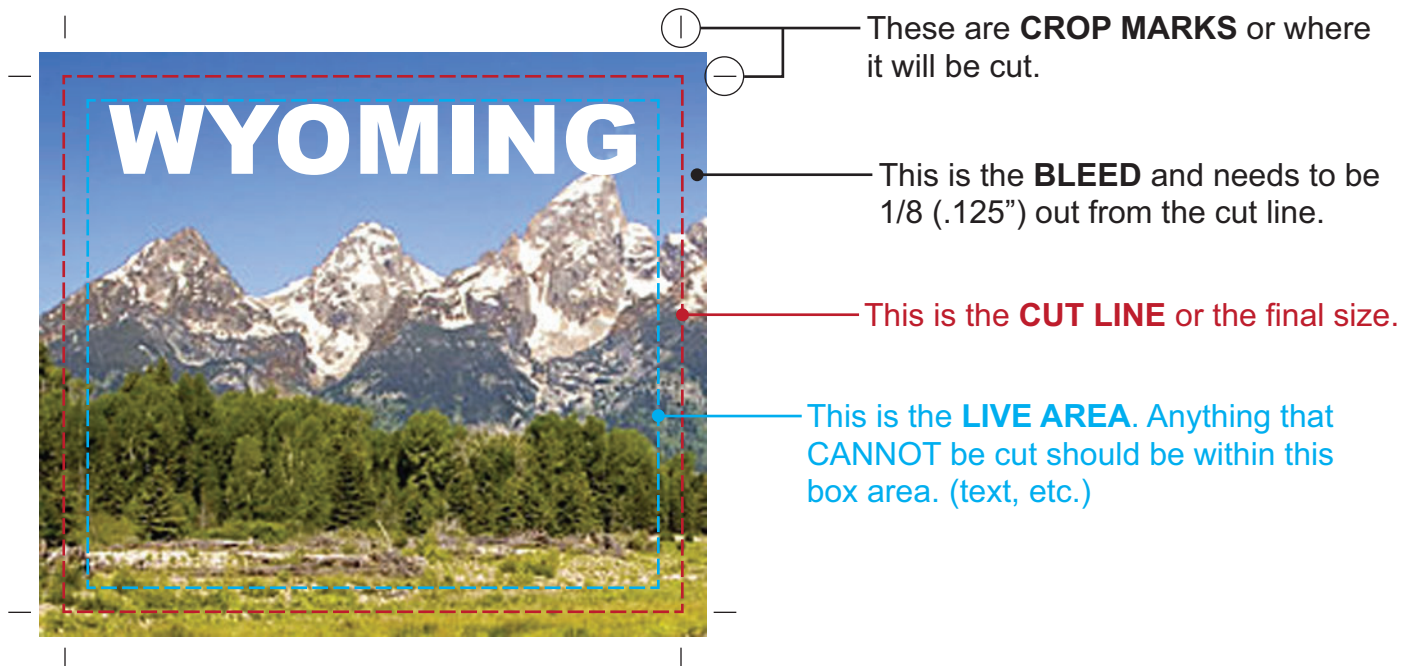
All files should be created and finished in CMYK color mode or Pantone® designated colors. RGB color mode is for screen use and any files converted from CMYK may result in undesired or inaccurate printed colors.

3. What resolution should my files be?

All files should be no less than 300 DPI (Dots Per Inch). 72 DPI is considered low resolution and not accepted to print.

4. How do I set up crop marks and a bleed?

A bleed must extend at least .125" further from the cut line. Any text or anything that shouldn't be cut should be .125" away from the cut line. This is called the live area.



5. How do I set up my file for proper rotation?

Files submitted are printed HEAD to HEAD as-is based off your files. The HEAD is always the top of your file. EXAMPLE:



6. What settings should my .PDF be exported in?

PDF settings should be set to the following under the **GENERAL** tab:

Adobe PDF Preset: [High Quality Print]	Compatibility: Acrobat 5 (PDF 1.4)
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and under the **MARKS AND BLEEDS** tab:

Marks and Bleeds

Marks

- ☐ All Printer's Marks
- ☒ Trim Marks
- ☐ Registration Marks
- ☐ Color Bars
- ☐ Page Information

Printer Mark Type: Roman

Trim Mark Weight: 0.25 pt

Offset: 0.083 in

Bleeds

☐ Use Document Bleed Settings

Top: 0.125 in

Bottom: 0.125 in

Left: 0.125 in

Right: 0.125 in

6. What is *Rich Black* and how do I get it?

Rich black is an ink mixture of solid black, 100% K, with additional CMY ink values. This results in a darker tone than black ink alone. If you print black alone as 100% K, the resulting black may not be as dark as you desired.

100K ON SCREEN:



100K AFTER PRINT:



To obtain *Rich Black* we recommend using this CMYK Mix: **C 60 M 40 Y 40 K 100**

In order to obtain the best quality print product with a prompt deliver we recommend applying these standards to any artwork that you supply to Expressway Printing, Inc.

Expressway Printing, Inc. reserves the right to charge additional graphic charges for the correction of ANY incorrect files or files received that do not meet the requirements in the above artwork guidelines.