

## Tips for Successful Production Files

1. Layout Applications work well with TIFF or EPS files.  
\* JPEG, PICT, GIF, etc., are NOT recommended.
2. Graphic files should be submitted in CMYK mode.  
\*Color predictability is lost with some RGB to CMYK conversions.
3. Graphic files should be supplied at a "practical" resolution for printing.  
\*300dpi multiplied by PLACEMENT PERCENTAGE is a general guideline.
4. Documents should be created to FINAL TRIM SIZE with NO internal marks!  
\*Allow all graphics to extend 1/8" past edge of document for bleed.
5. Documents should be set up as single pages, NOT as spreads.  
\*We will impose the job and make a proof for your approval.
6. ALL FONTS used in the document should be provided with the files.  
\*SCREEN fonts and PRINTER fonts are necessary to avoid substitutions.
7. LASER PRINTS should always be supplied with your job.  
\*Special instructions should be clearly marked on the lasers.