

# File Preparation Guidelines

Preferred formats are Adobe Illustrator, Photoshop, and InDesign CS3 either PC or Mac. Others include Quark 7.0, Publisher and Powerpoint. Additional charge for Publisher and Powerpoint.

Set up files at 100% of final size if possible. Resolution of images 100-150 ppi for large format graphics, 200 -300 ppi for high quality smaller prints. If setting up files at 50% size, images should be 2x the resolution (200-300ppi for large format , 400-600ppi for high quality smaller prints)

RGB files work fine but if you have specific PMS colors or your original files are CMYK, use CMYK.

Our default profiles used is AdobeRGB and US Swop Coated CMYK.

Save Photoshop files as psd or tiff. Illustrator files as ai or eps. Images and files can be saved as jpg's and pdf's depending if they were saved at a high quality setting.

When designing a multi-panel graphic, build as one file. We will split the panels up in printing.

Illustrator - link files (don't embed), outline fonts but also include fonts. Special effects in Illustrator do not always print correctly (especially gradients) create them in Photoshop.

Include 1/4" bleed to allow for trimming .

## File Submission

Include all linked files, images, graphics and fonts.

Include layered files if providing a flattened image.

Include a hardcopy printout proof or a pdf file.

Send CD/DVD to  
Munroe Studios Inc.  
202 N. Green Bay Road  
PO Box 642  
Neenah, WI 54957

email files to  
monny@munroestudios.com

Call or email for ftp Instructions  
920-722-4864

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