

## EXACTIS INTERACTIVE PRINT ONLINE SHOP

### Checklist for Print Ready Files

Below are some details to check when finalising your artwork as a print ready file. There is nothing unusual required in the files uploaded to Exactis Interactive Print so if you have done this successfully before, it will be the same here. Here is the list:

#### 1. File Formats

The best format to use is the Adobe Portable Document Format (**.pdf**). When creating the **PDF** file, please ensure any layers used are "flattened" to one layer, which is easily done using the check box setting in Adobe CS output screens. There are also other formats we can accept:

- a. Adobe Creative Suite files formats such as In Design (**.indd**), Photoshop (**.psd**) and Illustrator (**.ai**). These are particularly useful if you need us to finalise the files for you. Please see for our design rate below.
- b. Microsoft Publisher files in the native format, especially if you need us to work on them. Please see for our design rate on the website.
- c. Microsoft Word files (**.doc**) can be accepted and printed directly if the work is document related. Using MS Word for high quality, graphical content is not recommended, but we can advise and work on them for you if necessary. Please see for our design rate below.
- d. Print ready image files as JPEG (**.jpg**), Encapsulated Post Script (**.eps**) and Tagged Image File Format or TIFF (**.tif**) formats.

The current design rate is £45.00 an hour, but we will let you know the cost when we confirm your order.

#### 2. Fonts

It is always best when creating your PDF file to ensure that the fonts used are embedded into the file. This will ensure we have the same font description as you. Better still is to use font outline functionality to guarantee a faithful output of the font as you intended.

#### 3. Image Resolution.

The file needs to be set at 300 dpi resolution or more when the image or artwork is to be output at full size. The main thing to check is that none of the images are below this, say at 72 dpi, which is easily missed if you use graphics for websites as well as printed materials. Image resolutions above 300 dpi should be avoided mainly to save unnecessarily large file sizes.

#### 4. Image Bleed.

If you have any images or colours (or maybe text) that is designed to extend right to the edge of the page, please add extra millimetres to these items so that they extend past the page edge by 3mm approx. This extra image extension is called "bleed":

