



File Preparation & Artwork Guidelines

To Help Ensure the Success of Your Project

Ready to send your files? Visit your store's page at goinpostal.com and click **Send Files** to upload your print-ready artwork directly.

File Format

When submitting a digital file, it needs to be "print ready." We request that you send us a **PDF** as we prefer to work in a PDF workflow, but a high-quality **JPEG** will work as well. When creating a JPEG, make sure your artwork is at least **300 dpi** (or better) and that it is saved at maximum quality.

In addition to preferred PDF files, we can handle many of the application files available on the market today. Send us your file and we'll check it out.

Resolution

To make sure that your art files print with clear, crisp images, we require that the artwork you supply has a resolution of no less than **300 dpi**. Artwork submitted with resolutions lower than 300 dpi can produce blurry, bitmapped, or pixelated print.

Images copied from the web are typically 72 dpi. They may look fine on screen, but they are not suitable for print and may present copyright issues.

Colors

CMYK (Cyan, Magenta, Yellow, and Black) is the industry-standard formula for accurate color reproduction. Artwork submitted using Pantone®, Spot, or RGB will be converted into CMYK format when using a digital press. This may cause slight color changes. If you need an exact duplication of a Pantone® color, make sure to let us know so we may use the offset process to produce your order.

Your monitor or personal printer may not accurately represent your chosen colors. We recommend you **proof your job before we print it**.

Fonts

Before sending us your file, **convert all fonts to curves or outlines**. This makes text un-editable but turns it into a graphic, eliminating possible font substitution issues when we open your file.

Text & Graphic Images

All text and logos must be a safe distance from the edge of the final trim sheet. You should have at least **.25" (1/4")** of space between any critical content and the trim edge.

Bleed

Bleed refers to printing an image that extends beyond the edge of the sheet after trimming. For example, to get a solid background color all the way to the edge of your flyer, the color must extend past the trim line. Without bleed, you may see white edges on the finished piece due to variations in printing and cutting.

Add approximately **.125" (1/8")** of bleed beyond the trim line on all sides.

Crop Marks

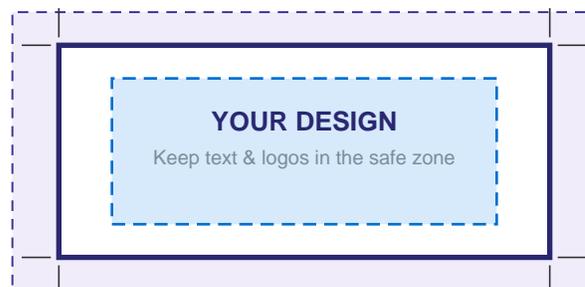
Crop marks are small lines indicating where the product will be cut. They ensure your project is trimmed accurately. If bleed is present, it should extend beyond the crop marks by **1/8"**.

Artwork Size

Add **.25" (1/4")** to the finished size to allow for **.125" (1/8")** bleed on each edge.

Product	Finished Size	With Bleed
Business Card	2" x 3.5"	2.25" x 3.75"
Letter	8.5" x 11"	8.75" x 11.25"
Tabloid	11" x 17"	11.25" x 17.25"

Visual Reference



- **BLEED AREA**
.125" beyond trim
- **TRIM LINE**
Final cut edge
- **SAFE ZONE**
.25" from trim
- **CROP MARKS**
Cut indicators

Important

The graphic file you send us should be complete. If our graphics department needs to make changes (resize, adjust color, add bleed, etc.), there may be added charges. We will always notify you first. Many small issues can be corrected with little or no cost to you.

Copyright

You must adhere to all copyright laws governing the reproduction of copyrighted materials. Confirm that any material you reproduce does not infringe upon copyright or proprietary rights. Obtain proper permissions and/or releases from the rights holder before reproduction.