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## FAQ

### Frequently Asked Questions

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#### **What file formats do you accept?**

QuarkXPress, InDesign, Illustrator, Photoshop, PDF, PostScript, .jpg, .svg.

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#### **What is the difference between the CMYK and RGB color space?**

"RGB" refers to the primary colors of red, green, and blue. "CMYK" refers to the primary colors of pigment: cyan, magenta, yellow, and black. The CMYK colors are used on printing presses to make any hue possible for full color printing.

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#### **What paper options are there for my job?**

We offer a wide variety of stock ranging from metallic, specialty textures and coated to uncoated sheets and everything in between. Simply describe what you're looking for and one of our sales representatives will find the right stock for you and your budget. We also have the

ability to print on plastics and other non-paper based substrates.

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### **What is a bleed and how big does it need to be?**

Bleed<sup>[2]</sup> is the color, type or image that extends beyond the trim marks on a page. To have your color, type or image go all the way to the edge after trimming, we recommend extending the content beyond the final page size by 1/8".

So if your final page size is 8.5" x 11" and your color, type or image is full bleed (extending beyond each of the 4 edges), the file submitted for printing needs to be 8.75" x 11.25".

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### **How do I send you my files for production?**

You can upload your files via FTP, our custom Client WebTools, attach it to an e-mail or send us a CD or USB drive containing your content.

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### **Do I need to include my specialty font files?**

If you send us your file as a PDF the font information will be embedded. However, if you send the file as an InDesign, Illustrator, Photoshop or other editable file, you should package all your fonts and images together and send it all at once.

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### **Why is 300dpi so important?**

To achieve the sharp, bright color and image reproduction quality that only an offset press can deliver, 300 dpi images are required. Your images need to be saved at a resolution of 300 dpi in the final size that they will be used.

Some people take images from the internet when designing their print publication. These internet images are usually only 72dpi (this allows web pages to load more quickly). Use of them will result in very poor print quality. You can check an images resolution by right clicking and choosing "Properties" or by opening the image in Adobe Photoshop and opening the

"Image" menu at the top and selecting "Image Size."

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