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Digital File Specifications For Think Postcards

We accept work done in the following programs:

When you send your files, please include your working files and fonts in case we need to make any changes for you.

On Mac: Quark Xpress version 6

Adobe Illustrator 10

Adobe Photoshop 7

InDesign CS

On PC: Quark Xpress version 4

Adobe Photoshop 7

We cannot accept files done in the following programs; publisher, acrobat, word or Corel.

Color Images:

- Your scanned images should be provided as separate TIFF files.
- Images should be provided as 350 dpi CMYK TIFF files. If you do supply images in RGB format, we have to convert them to CMYK because that is the format we print in. This can cause colors to change slightly.

Color Proofs:

- If you have concerns about color, you can provide us with an acceptable colour proof. This would include an iris, or chrome. This would not include an inkjet printer proof on regular paper. If you can't supply us with one yourself, we can have one made for you at a cost of \$30 plus shipping. If the color proof we supply to you is acceptable, it must be signed and sent back to us so we can match it on the press.
- Please note that jpegs and pdf files *do* show color but can vary between monitors depending on the settings on each monitor. If you receive a file in these formats for proofing, it must be noted that this is for general color only and can not be matched to the printed material.

Type:

- You must supply us with any fonts you used to create your project. We do have a lot of fonts but delays can be avoided by having you supply them just in case you have used one we don't have. Any type that you have set in Illustrator should be converted to outlines.

File Set-up:

- Set your page to the exact size of the of the card you are ordering. Do not have any elements of your design outside of this area. Images should be full bleed. Any important information, such as logos, text or borders should be 3/16ths of an inch in from all sides. We trim about 1/16th of an inch into each side of your card.

Sending Files:

- The cheapest, quickest and easiest way is putting your file on our ftp site. It's FREE and only takes a minute or two to do. Call us for instructions and a password.
- We also accept files on CD or 100 MB Zip
- We do accept .zip or .sit files by email depending on the size of the file. They must be less than 2 megs to transfer.

Lastly:

- Make sure your files do not use trapping or overprint/knockout.
- Maximum ink coverage should be set at 300% and color trapping should be .144pt.
- Black areas should be set as "Rich Black", (75C, 62M, 60Y, 95K) except for text.