

# Artwork Guidelines

## Preferred File Format

Our preferred file format is a high resolution PDF with the following specifications:

- The document size should be at 100% of the final trimmed size.
- Crop marks should be on the file.
- .125" of bleed should be applied to all edges.
- Fonts should be converted to "outlines", "curves", or "paths".
- All images/photos should be CMYK (not RGB) and should be 300 dpi or greater, or should be vector based.
- All images, photos and transparencies used must be flattened.

**Please see the following page for details on how to set up the correct specifications to export as a PDF from InDesign or Illustrator.**

## Sending Your File

- Email (for files up to 15MB) to: [Orders@PIPMetroIndy.com](mailto:Orders@PIPMetroIndy.com)
- Website (for files over 15MB)
  1. [www.PIPMetroIndy.com](http://www.PIPMetroIndy.com)
  2. Go to "Send A File"
  3. Enter all pertinent information
  4. Upload your file
  5. Click "Send" and wait for email receipt of file submission

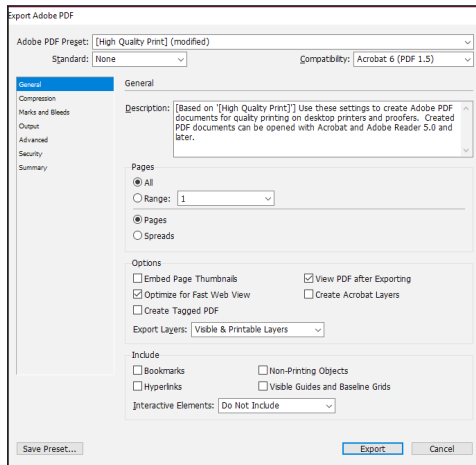
3855 E. 96th Street Suite P  
Indianapolis, IN 46240

**O:** 317.569.1855    **F:** 317.569.1809  
[Orders@PIPMetroIndy.com](mailto:Orders@PIPMetroIndy.com)  
[www.PIPMetroIndy.com](http://www.PIPMetroIndy.com)

# Artwork Guidelines

## PDF Settings

To set up the correct specifications to export from InDesign or Illustrator at 100% of the final trimmed size, please follow the settings below.



Export Adobe PDF

Adobe PDF Preset: [High Quality Print] (modified)

Standard: None      Compatibility: Acrobat 6 (PDF 1.5)

**General**

Description: [Based on "High Quality Print"] Use these settings to create Adobe PDF documents for quality printing on desktop printers and proofers. Created PDF documents can be opened with Acrobat and Adobe Reader 5.0 and later.

Pages

All

Range: 1

Pages

Spreads

Options

Embed Page Thumbnails       View PDF after Exporting

Optimize for Fast Web View       Create Acrobat Layers

Create Tagged PDF

Export Layers: [Visible & Printable Layers]

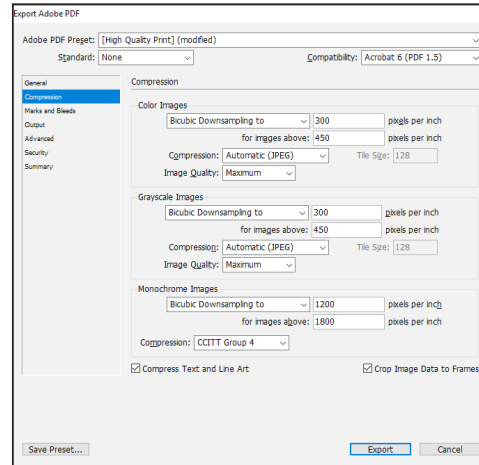
Include

Bookmarks       Non-Printing Objects

Hyperlinks       Visible Guides and Baseline Grids

Interactive Elements: [Do Not Include]

Save Preset...      Export      Cancel



Export Adobe PDF

Adobe PDF Preset: [High Quality Print] (modified)

Standard: None      Compatibility: Acrobat 6 (PDF 1.5)

**Compression**

Color Images

Bicubic Downsampling to: 300 pixels per inch  
for images above: 450 pixels per inch

Compression: [Automatic (JPEG)]      Tile Size: [128]

Image Quality: [Maximum]

Grayscale Images

Bicubic Downsampling to: 300 pixels per inch  
for images above: 450 pixels per inch

Compression: [Automatic (JPEG)]      Tile Size: [128]

Image Quality: [Maximum]

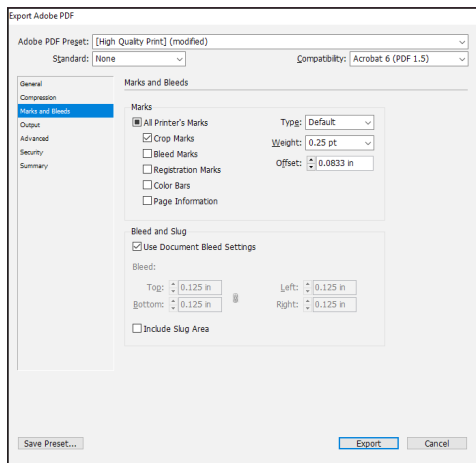
Monochrome Images

Bicubic Downsampling to: 1200 pixels per inch  
for images above: 1800 pixels per inch

Compression: [CCITT Group 4]

Compress Text and Line Art       Crop Image Data to Frames

Save Preset...      Export      Cancel



Export Adobe PDF

Adobe PDF Preset: [High Quality Print] (modified)

Standard: None      Compatibility: Acrobat 6 (PDF 1.5)

**Marks and Bleeds**

Marks

All Printer's Marks      Type: [Default]

Crop Marks      Weight: [0.25 pt]

Bleed Marks      Offset: [0.0833 in]

Registration Marks

Color Bars

Page Information

Bleed and Slug

Use Document Bleed Settings

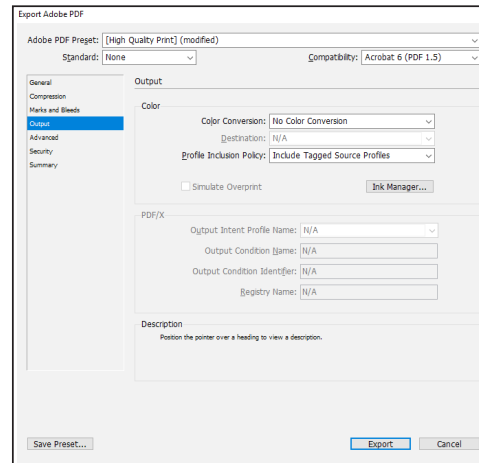
Bleed:

Top: [0.125 in]      Left: [0.125 in]

Bottom: [0.125 in]      Right: [0.125 in]

Include Slug Area

Save Preset...      Export      Cancel



Export Adobe PDF

Adobe PDF Preset: [High Quality Print] (modified)

Standard: None      Compatibility: Acrobat 6 (PDF 1.5)

**Output**

Color

Color Conversion: [No Color Conversion]

Destination: [N/A]

Profile Inclusion Policy: [Include Tagged Source Profiles]

Simulate Overprint      Ink Manager...

PDF/X

Output Intent Profile Name: [N/A]

Output Condition Name: [N/A]

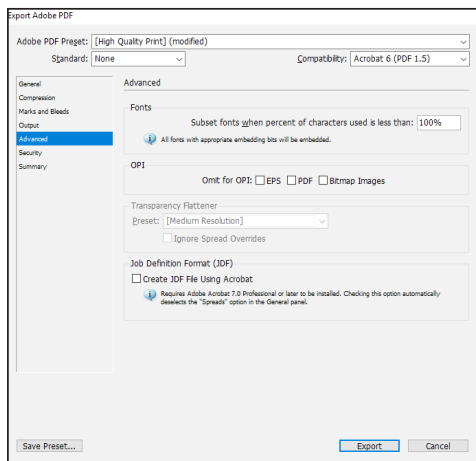
Output Condition Identifier: [N/A]

Registry Name: [N/A]

Description

Position the pointer over a heading to view a description.

Save Preset...      Export      Cancel



Export Adobe PDF

Adobe PDF Preset: [High Quality Print] (modified)

Standard: None      Compatibility: Acrobat 6 (PDF 1.5)

**Advanced**

Fonts

Subset fonts when percent of characters used is less than: [100%]

All fonts with appropriate embedding bits will be embedded.

OPI

Omit for OPI:  EPS     PDF     Bitmap Images

Transparency Flattener

Preset: [Medium Resolution]

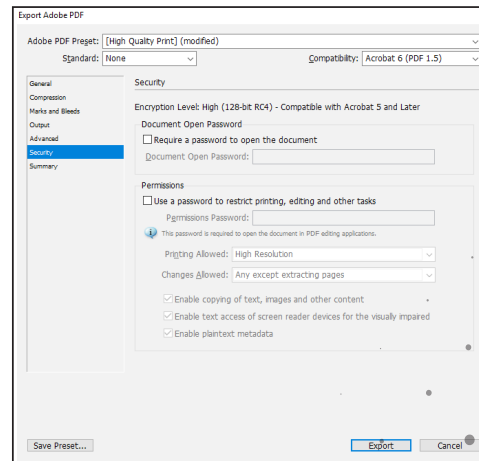
Ignore Spread Overrides

Job Definition Format (JDF)

Create JDF File Using Acrobat

Requires Adobe Acrobat 7.0 Professional or later to be installed. Checking this option automatically selects the "Spreads" option in the General panel.

Save Preset...      Export      Cancel



Export Adobe PDF

Adobe PDF Preset: [High Quality Print] (modified)

Standard: None      Compatibility: Acrobat 6 (PDF 1.5)

**Security**

Encryption Level: High (128-bit RC4) - Compatible with Acrobat 5 and Later

Document Open Password

Require a password to open the document

Document Open Passwords: [ ]

Permissions

Use a password to restrict printing, editing and other tasks

Permissions Passwords: [ ]

This password is required to open the document in PDF editing applications.

Printing Allowed: [High Resolution]

Changes Allowed: [Any except extracting pages]

Enable copying of text, images and other content

Enable text access of screen reader devices for the visually impaired

Enable plaintext metadata

Save Preset...      Export      Cancel

# Artwork Guidelines

## Other File Formats

We also support InDesign, Illustrator and Photoshop CC versions for Windows and Mac.

**InDesign (.indd)** A complete packaged document must be supplied with all fonts and links.

**Illustrator (.ai)** A file with all colors set up as CMYK or Pantone colors specified, all fonts converted to outlines, and all links must either be supplied or be embedded in the file.

Photoshop (.psd) Must be converted to CMYK, DPI (Dots Per Inch) must be at least 300dpi at 100% of the final size.

File must be flattened (no layers) and any clipping (contour) paths must be used correctly and not just placed into InDesign with a transparent background.

## Fonts

Please convert all fonts to "outlines", "curves" or "paths" before sending to us.

The biggest factor in delaying a job is incompatible fonts or font substitution.

## Bleed

Please add a minimum of .125" bleed to all edges of your file and include crop marks.

## Resolution and Size

For best results, files should be at 100% of the final trimmed size with all photos and images in that file being 300dpi or greater.

## Color Reproduction

All colors in your file need to be made up of CMYK or Pantone colors, not RGB.

We will try to match colors in your file as closely as possible, but due to variations in monitors, printing devices and vinyl available, we cannot guarantee an exact match.

## Artwork FAQ

### Supplying Corporate Logos

If you need to supply us with your company logo, please use the Illustrator specifications above

### Resolution

The number of dots/pixels per unit of measure to form an image. This is calculated per inch, we use 300 dpi (dots per inch) at 100% of final size. This always needs to be kept in scale.

### Pixelation

A phenomenon in bitmap images that results from insufficient resolution or over-enlargement.

Individual pixels become visible, especially on the edges of objects, creating a stair stepped or jagged look.

### Vector

Vector based drawings, such as Illustrator, build images by using mathematical formulas to describe points, lines and shapes. Unlike scans which depend on proper resolution for realistic rendering. Vector graphics are resolution independent and can be enlarged to any size without loss of quality. In short, if you scanned it, it's not Vector based.