



How to get your mailing done *perfectly!*

If we are designing your mailing...

- 1) Provide your designer/service rep with all **vector art** or **300 dpi art** you have in electronic format. **We cannot use web quality graphics for print pieces! Any art with a resolution under 300dpi will not print very well.** This includes your logo and any photographs you would like to use.
(If you do not have vector art or 300 dpi art, we will need an extremely clear and large camera-ready printing of your logo for scanning! Photos can be any size 3x5 and up for scanning.)
***NOTE: Images found on the internet/Google are usually copyrighted and/or low resolution and are NOT acceptable for use. Due to copyright law, we cannot accept any images found through Google Image Search unless you can prove that you own copyright or have usage rights.**
- 2) Write/type out exactly what you would like on your mailer.
- 3) If you do not have photos, we can purchase stock photos for you. Stock photos range greatly in price and usage license – please let your rep know what you are looking for and we will provide you with selections of available stock photos and prices. **We cannot “just grab a picture off the internet”** because of resolution and copyright issues.
- 4) Whether you have any artistic talent or not, if you have a certain idea in mind for your mailer a simple sketch will help us to translate your vision! Just draw a box & tell us where you'd like everything to go, or you can choose to put yourself completely in our excellent designers' hands.
- 5) When you receive your proof, read EVERY SINGLE WORD carefully! Sometimes the designers do not have a chance to proofread the text you give us and there may be mistakes. Make sure your proof is typo-free before you sign off on it.

If you follow these simple guidelines, you can rest assured that we will have everything we need to create a perfect mailing for you. Remember that we are always available to chat about your design over the phone or in person. Your service rep can set up something for you if you'd like to discuss your mailer personally with your designer.

If you are providing us with artwork to print...

1) We prefer to receive your artwork in either .ai, press ready .pdf, .eps or .indd files. CMYK files, please. We can also accept 300dpi CMYK .tif and .jpg files. If you choose to send an .indd (InDesign) file, please make sure that all fonts and images are either packaged with the package command or embedded in the file.

We cannot accept Microsoft Publisher files; artwork created in Microsoft Word; or Corel Draw, PageMaker & Quark native files. We also cannot work with low-resolution graphics files.

If you are using PageMaker or Quark please save as a press quality .pdf file. If you are using CorelDraw, please save as an .eps file. Whether we are sending your art out for print or printing in-house, the better the quality art you start with, the better the quality of your finished piece.

- 2) Make sure all the graphics are embedded in the file or included in the package and are 300dpi print quality CMYK graphics. **We cannot use web quality graphics for print pieces! Any art with a resolution under 300dpi will not print very well.** Please check all photos to make sure they are in CMYK, as photos in RGB will sometimes look considerably different when converted to CMYK for print. Please do not send files with mixed RGB and CMYK.
- 3) Please outline all the fonts you use, or include the **.TTF or Open Type** font files with your art. If you don't outline or send your fonts, we might not be able to open your art! Please make sure if you are packaging an InDesign file for digital variable print **that PC useable fonts for any variable text** are in the package, as the variable print program is run on a Windows operating system.
- 4) If you are doing a full-bleed piece, please make sure to include a 1/8th inch (.125 in) bleed all the way around your piece. If saving as a PDF, make sure the bleeds are turned on in the PDF options, or your file may be saved with no bleeds.

All of your important text and graphic elements should be at least 1/8 – 3/16 inch from the crop edge.

Address areas should be at least 2 inches high x 4 inches wide of completely blank space at the bottom right corner of the mailpiece. Indicias must be at least 1/4 inch from crop edges and ALL other elements, as per postal regulations. If we are placing an indicia for you, please allow a 1inch square blank area for the indicia in addition to the addressing space.

5) Triple-check your copy and design before sending! While we try to keep an eye out for mistakes, we cannot always proof every word of every file we get in to send to print - make sure it is mistake free before you send it to us!

We are always available to discuss your design with you. **If it is a complicated or unusual piece or contains variables, we would prefer to talk to you about it before it goes to print.** If you have any questions or concerns, feel free to set up a meeting with your designer through your service rep!