

## FILE SET-UP INSTRUCTIONS

### Please include the following when sending artwork:

- Production-ready artwork
- Job specifications including colors, final sizes, quantities and other information such as substrate, laminate or hardware.
- A color proof or PDF of the artwork. (This is to identify the contents of your disk or file and is NOT intended for color matching purposes. If variations or color charts are requested, additional charges will apply.)
- PO# (if applicable) and billing information.

### Production-ready artwork consists of:

- Built at 100% or proportional to the finished size.
- Outline all fonts or provide font (Mac format Adobe PostScript™ fonts recommended).
- Colors specified in the artwork are the same as required for output.
- Full color images are 150 - 200 dpi at final size.
- Images are either RGB, CMYK, Grayscale or Bitmap mode.
- Images are saved as tiff, jpg or eps format and are included with the artwork.
- Artwork includes a minimum of 3/8" bleed where applicable.
- Cropmarks indicating finished trimmed size.
- PMS numbers or swatches if necessary.

### Harlan prefers files from Adobe Illustrator.

The following applications are also acceptable:

- Adobe Photoshop (include the unflattened file AND the flattened file)
- InDesign (Preflight all submitted files)
- QuarkXpress (Collect for Output all submitted files)

Please contact your Account Executive for assistance with files from a different application than those listed above. We will advise you on how to achieve the highest quality graphic from your existing artwork.

### Image Resolution Guidelines

Resolution is the amount of information the computer uses to create an image. Providing your images at the proper resolution will ensure the highest quality of your finished piece. A resolution of 150 - 200 dpi at full finished size is acceptable. Anything over 300 dpi at full finished size is not necessary and will equate to longer spooling times with little to no gain in image quality.

The tricky part is knowing what your final output size will be and the proportion at which your files are set-up. For instance, if your artwork has been built at 50% (36" x 18") with your image placed at 300 dpi but your final finished size is 72" x 36", then your image will print at 150 dpi.