



Art Submission Guidelines

Prepress print-ready PDFs require specific technical settings to ensure high-quality printing, including 300 DPI resolution, **CMYK color mode**, embedded fonts, and 3mm (or 0.125") bleeds. Files should be submitted as single-page PDFs, include trim marks, and keep important text within a 0.25" safe margin.

Key Print-Ready PDF Specifications:

- **File Format:** High-resolution PDF
- **Color Space: CMYK (Cyan, Magenta, Yellow, Key/Black). Avoid RGB to prevent color shifts.**
- **Image Resolution:** 300 DPI (dots per inch) minimum at full size for images, 1200 DPI for line art.
- **Bleed:** A minimum of 3mm (approx. 0.125") of extra image area extending beyond the final trim line.
- **Margins (Safe Zone):** Keep important text and logos at least 0.25" (approx. 6mm) inside the trim edge.
- **Fonts:** All fonts must be embedded in the PDF or converted to curves/outlines to avoid font substitution.
- **Black Text:** Should be set to 100% K (Black), not a 4-color "rich black" mix.
- **Layout:** Single pages in consecutive order (1, 2, 3), not printer spreads.

Prepress Checklist:

- **Crop Marks:** Included, with an offset of at least 0.125".
- **Transparency:** Flattened.
- **Spreads:** For books, submit as single pages, not 2-page spreads, to ensure correct imposition.

- **Ink Coverage:** Total Area Coverage (TAC) should generally not exceed 300-340% to avoid drying issues.