

# FILE FORMAT GUIDELINES

## **IMAGES (working files)**

Photographic images should be in EPS (preferred) or TIFF format at 200 dpi resolution for the Web Press. Please, no JPGS and GIFs images. Color images should be saved as CMYK NOT RGB. Line art images should be at least 600 dpi. When sending a working file we must receive the entire package to include the document (InDesign), artwork used to create the ad, and any and all fonts used within the ad (i.e. file > package). When sending Illustrator art please be sure that the type has been outlined.

## **FONTS**

All fonts for a document must be included on the disk. Both the printer and screen font must be included for each font used. Also, any font used in an EPS graphic placed in a document must be outlined (this will turn the font into a graphic and will eliminate the need to supply the font to us). GreatLander reserves the right to substitute a font if it is not supplied. We will discuss with the client the right font to substitute and if time permits will e-mail the document for client's final approval.

## **PDF**

We would prefer that all documents come to us as a PDF. This helps eliminate printing errors. The two most important items for distilling the PDF are: one, to have all fonts embedded; and two, for Color Management to be turned OFF.

## **SIZE**

Before sending your documents, please make sure you have built your document to the correct size. Call us if you have any questions.

# SOFTWARE APPLICATIONS

## **SUPPORTED SOFTWARE PROGRAMS**

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop

## **NOT SUPPORTED SOFTWARE PROGRAMS**

(These file types must be converted to PDF's in order to be used)

Quark Xpress  
Adobe PageMaker  
Microsoft Publisher  
Mac Write  
Microsoft Word  
Microsoft Excel  
Corel