



## File Submission Guidelines

### Submission of Files

We currently accept electronic files created by these programs:

- Adobe Acrobat PDFs\*
- Postscript Files\*
- QuarkXPress (v.4–v.8)
- Adobe Pagemaker 6.5
- Adobe Illustrator (v.10–CS4)
- Adobe Photoshop CS2–CS4
- Adobe InDesign CS2–CS4
- Microsoft Word

\*If supplying hi-res PDFs or Postscript files, please let us know so we can provide guidelines for their proper creation in the software application being used.

### Document Size

When building your piece, the document page size should always be the same size as the final printed trim piece (not placed into a larger sized document with manual crop marks added.) Note that elements that BLEED past the trim should be placed as such.

### Live Area

All copy and type must be positioned  $\frac{1}{8}$ " from all cut, score and fold lines. That includes the edges of the outside side seam flaps on the back of the product.

### Bleed Area

We require  $\frac{1}{8}$ " bleed from all fold, score and cut lines. Any designs or color blocks that bleed to the edge of a fold line must bleed over to the back by  $\frac{1}{8}$ ".

Designs, lines or color bands cannot continue from the outside side seams onto the back of the envelope. They can not be matched perfectly in our manufacturing process. However, a solid background color can be utilized.

Please reference the master dielines for visual reference. If providing a hi res PDF, be sure to include bleed, as the PDF will not be editable.

### FPOs

Anything NOT marked FPO will be considered live.

### Dielines

It is OK to send us your dieline with the file, but it MUST BE a layer or element that can be turned off or omitted when printing. It CANNOT be embedded in Photoshop, the PDF, or uneditable. We prefer a flattened Photoshop file without the dieline.

NOTE: Per customer request, we can issue master dielines to use as a template for building files.

### Colors

We can print process or spot colors in your file. Please be sure to name the spot colors exactly the same in all applications pertaining to the build of the file. (The spot color has to be the same name in your supporting graphics applications such as Photoshop or Illustrator as it is in your layout application such as Quark, InDesign, etc.)

### Images

**Scaling:** We do not recommend scaling images up or down more than 20% of its original size.

**Resolution:** It is important to remember that resolution in a raster image (i.e., Photoshop) is device-dependent, and when scaling, the image resolution will be adversely affected. Where possible, image resolution should be 300 dpi, and not scaled up or down beyond 20% of the original size.

### Saving/Exporting

When a Photoshop EPS is saved, it is important NOT to select the options "Include Halftone Screen" or "Transfer Functions."

### EPS files

We can accept Illustrator EPS files created in versions 10 through CS4 that have transparency effects. It is best to apply any "ghosting" effects in Photoshop and then flatten the image before importing into Illustrator.

Embedded images cannot be edited if they are placed and saved as such in Illustrator. Please provide any and all support (linked) artwork, whether used in EPSs or linked to the layout.

### Fonts

Please provide all fonts that are used to create your layout. (provide both screen and printer fonts, TrueType, etc.)

Avoid stylizing of fonts. We can not guarantee that the stylizing will hold. It may produce unexpected results.

If providing us with a hi-res print-ready PDF, make sure that all your fonts are embedded.

### Hard Copy Proofs

Supply full-size lasers when possible; be sure that they are the most current versions of the electronic files. If the lasers are not full-size, please indicate as such.

For further questions or concerns, please feel free to contact our sales staff.

Phone: 973.330.3000

Fax: 973.330.3301

E-mail: [info@kayprinting.com](mailto:info@kayprinting.com)

Kay Printing  
220 Entin Road  
Clifton, NJ 07014