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**BRINGING YOUR VISION TO LIFE**  
**GRAPHIC SPECS**

### Output Requirements

- The highest quality output is created from Photoshop CMYK TIFF files. For “photographic type” graphics, we recommend files no less than 80 dpi/ppi at full size. The file size should be from approximately 150 to 300MB.
- **Be sure all images are saved in CMYK format and are no less than 80 dpi/ppi at full size.**
- Do NOT increase both image size and image resolution of your file without re-scanning. “Artificially” increasing image resolution in a program like Adobe Photoshop will reduce image quality by making the image appear out of focus and fuzzy.
- All images placed or embedded into documents should be included separately as well. You can save a high resolution image on another disk if needed.
- Always include a full color hard copy (printout) of the design for reference. We cannot guarantee a perfect color match to your printout.

### Files Supported

- The best results for wide format printing are achieved by creating artwork in **Adobe Photoshop CS or less and/or Adobe Illustrator CS or less**. All Quark Express documents need to be exported as EPS files. We do not recommend creating artwork in Quark Express for large format printing.
- Our art department is primarily Macintosh based. We have Windows PCs on our system and can accept Windows files but we prefer Macintosh for digital printing.
  - Vector files - Adobe Illustrator (**version CS or less**) save as (.eps or .ai)
  - Photographic files - Adobe Photoshop (**version CS or less**) save as (.tif or .psd).
- Vector files must be sent as .eps or .ai files with **fonts converted to outlines**. If we are computer cutting (vinyl cut) text or logos, make sure no lines cross each other. Call us if you have any questions on this. 404-363-9447 ext. 209

### Media Supported

- We accept CD-ROM, DVD or Electronic Files of 6MB or less sent via e-mail: info@stickybusiness.net. Larger files can be sent through our secure FTP server. Files will not be returned unless requested.
- We do **NOT** guarantee a perfect color match for your file and monitor. Color is device-dependent, and will vary considerably from uncalibrated monitor to uncalibrated monitor. For best results, calibrate your monitor using gamma control and SWOP standards. Your file will be printed as is unless otherwise noted. NO refunds or reprints on your prepared files.

### File Correction

- If, prior to production, we discover an error in your file, we'll make every effort to correct your file upon your approval. All changes and corrections to customer supplied electronic originals will be billed at an hourly rate.