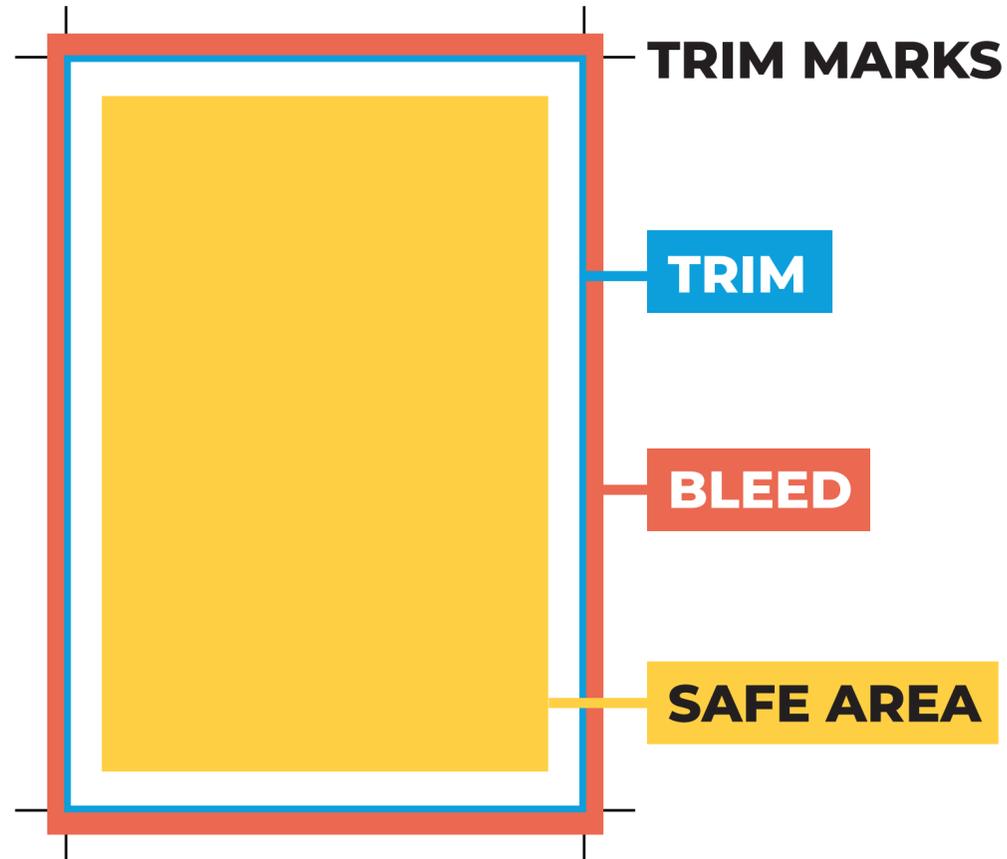


GUIDE TO SUCCESSFUL PRINTING



TRIM The final visible edge of the page

BLEED Elements that touch the trim edge should extend .125" beyond the trim edge

SAFE AREA All critical image and text must be within .125" of trim edge

FILE SETUP:

- Files should be set up to final trim size
- For software without the ability to add bleed, use a .5" Safe Area
- Vinyl banners: use a 1" Safe Zone
- Coil bound books: use a 5/8" bind margin
- For large format tradeshow structures, please contact us for templates

FILE SPECS:

- Images should be 300 dpi at final size
- Large format images should be 150 dpi at final size (anything larger than 12x18)

FILE EXPORT:

- Preferred file type: PDF
 - *Export as PDFx4*
 - *Include crops and bleeds*
- Can accept high-quality and resolution JPG and TIF files
- Microsoft Office documents will be converted to PDF and proofed prior to production
- Advanced Designers & Printers:
Contact Cirrus for our PDF Preset

COLOR MATCHING:

NOTE: Color appears different on screen than final output. Due to different materials and printing processes, there may be variations in color between the outputs. *If color matching is crucial, please contact us*

- Advanced Designers & Printers:
Contact Cirrus for our Color Profile

TIPS:

- Outline fonts
- Avoid large areas of solid color
- Screened/shades of color need to be greater than 10%
- Adjust image contrast and saturation levels to ensure a quality reproduction
- Send variable-data items 1 per page
- Do not impose multiple-up files
- For 5th toner application of spot clear, white and neon pink, please contact us

ART SUBMISSION:

- Visit www.cirrusvisual.com
- Click "Send a File" under "Client Support"
- Questions? *Contact*
clientservices@cirrusvisual.com or call
520-514-5704