PERQ Art File Building Guide

DISCLAIMER
Your art is your responsibility. Please be certain your art is print-ready before sending to PERQ. Failure to do so is at your own risk.

PDF FORMAT

- PERQ requires all client artwork to be submitted in PDF format. Any other format will not be accepted.

COLOR & IMAGES

- PERQ prints in 1 or 4 color process. Please be sure your art is set up using only 100% Black or CMYK process colors.

- Spot Colors, Pantone Colors, and color profiles cause art to separate incorrectly and must be converted to CMYK process before submission to PERQ.

- Please be sure all picture files and other graphics in your art file are set up in CMYK process colors only – do NOT use RGB, Spot, Pantone, or embedded color profiles.

- Do not include Crop, Registration, or any other Printer Marks on your PDFs.

- If we have to fix any of these issues for you, proof approval will be required.

FONTS

- To keep text in line, always use Post Script fonts. True Type fonts are acceptable, but Post Script fonts are more reliable for printing.

- Always EMBED all fonts in your PDFs to keep your type from dropping out at the press.

- Always convert fonts to outlines in your PDFs before sending to PERQ.

BLEEDS vs. NON-BLEEDS

- To create a "bleed" piece, there must be some "bleed" to trim off. This is set up easily by building the piece a little larger (1/8" on all sides) so that it can trim down to its final size and color appears to go right to the edges.

  EXAMPLE: If you want an 8.5"x11" bleed piece, BUILD YOUR ART FILE AS 8.75"x11.25".

- Additionally for bleeds, since we will trim down to final size, you must leave a 3/8" "safe zone" from all edges of the piece. Please make sure that all text and graphics that you do not want trimmed off are at LEAST 3/8" away from all edges in order to not risk being trimmed during final processing!

- To create a NON-BLEED piece, there must be a ¼" margin of white all the way around the piece. This margin keeps your artwork safely inside the printable "image" area of the printer.

- Please make sure your NON-BLEED pieces are sent to us at EXACTLY the same size as the final size you have ordered.

  EXAMPLE: For an 11"x17" non-bleed piece, please send us art that is 11"x17" including the ¼" white border.

FOLDS

When requesting a folded piece, please ensure you communicate your fold preferences to PERQ; if you need certain images on the inside vs. outside, unique fold patterns, etc. Failure to communicate may result in your piece being folded incorrectly.

RESOLUTION

Please make sure your images are at 300dpi. This is always preferred, but we WILL print what you send. This is at your discretion.

PROOFS

Please be aware that if any of these guidelines are not followed, there are certain instances in which we MAY be able to fix the issue for you.

In these instances, we will **ALWAYS** require a digital proof to be sent to you via email and **someone MUST be available to "sign off" and approve this proof. If nobody is available and/or we do not get proof approval, we will NOT send to press.** Please be aware that this MAY affect your delivery date or create additional costs to expedite your order.

If you choose to send files that do not have these specifications OR we cannot fix issues with your art, we will ask that you fix and re-send corrected art to us. Again, issues such as this MAY affect your delivery date or cost you in expedited shipping costs.

DEADLINES

PERQ requires ALL art files (including ALL files for multi-page magazines) to be submitted correctly to us **no later than 3pm Eastern Standard Time** in order to be sent to press that day.

If we do not receive ALL files by this deadline, we will plan to include your order on the next day's press-run. Be advised that any delays in art submission **MAY** affect your requested delivery date.