



# How to Get Your Files Ready for Print

It's our goal at Jet Mail to provide you with the highest quality graphics and prints that we possibly can. Please review the following instructions for artwork submissions, along with our preferred software and file types.

**Should you have any concerns about color, resolution or sizing, please relay those directly to your sales or customer service representative to ensure that they can inform the team to pay special attention in those areas.**

## Guidelines for Artwork Submission

**VECTOR ART** - Art that can be resized, manipulated and stretched without losing quality. Logos are a frequently used example of vector art. When preparing vector files for submission, make sure to:

- Provide vector art when available.
- Package vector art files to include fonts, images, graphics, etc.
- Create outlines of fonts if packaging is causing problems.
- Submit the file in .AI, .EPS, .PDF format.

**EXAMPLE:**



**ZOOMED IN EXAMPLE:**



**RASTER ART** - Art that cannot be resized, manipulated or stretched without losing quality. Photos are a frequently used example of raster artwork. When preparing raster files for submission, make sure to:

- Design the document to expected print size with 300 dpi (no less than 150 dpi for decent print quality).
- Any enlargement beyond the designed document size will cause pixelation.
- Send the file in .PSD, .JPEG, .PNG, .TIFF, .BMP format.

**EXAMPLE:**



**ZOOMED IN EXAMPLE:**



**Please Note: File type does not guarantee file quality. For example, a piece of raster artwork such as a JPEG that is simply placed into illustrator and saved as a .AI does not make it vector art.**

**Fonts and Links** are needed if any design work will need to be performed on a piece of artwork. When preparing fonts and links, make sure to:

- Supply file links when packaging the file.
- Supply .ttf or .otf font files when available (zip mac fonts).
- Convert text that does not need to be edited to outlines if necessary (do not convert variable text to outlines).
- Embed links directly into the file where necessary if using an older version of Adobe Creative Suite

**Please Note: If you have questions or issues with sending fonts, please reach out to our team for help.**

**Colors** are formatted in CMYK. This will be used unless otherwise specified. When preparing colors, make sure to:

- Provide a color sample when available for our print team to color match.
- Provide any PMS (Pantone) colors embedded in files or request a color to be updated to a PMS color.
- If printing specific colors are of concern, request a hard copy proof to review.

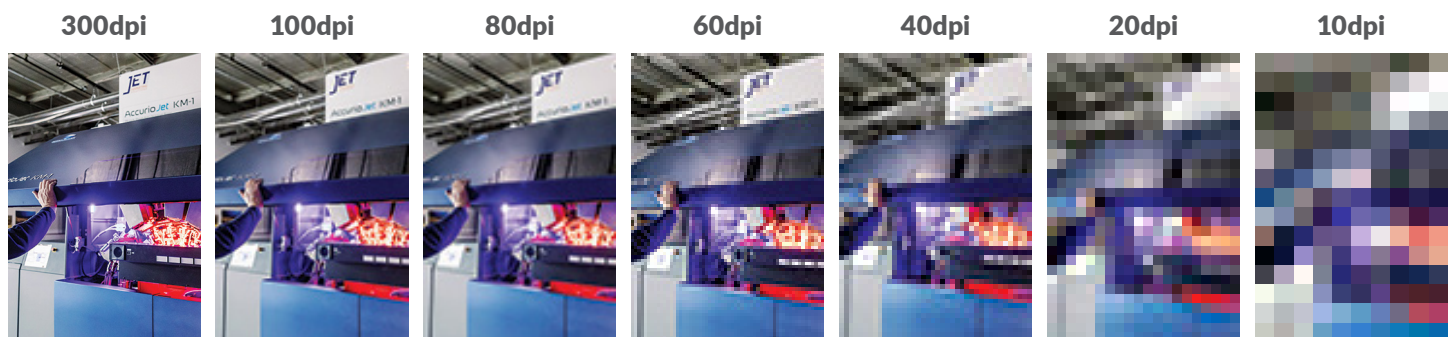
**Please Note: Printing PMS colors properly relies heavily on paper type. If the artwork is being printed on COATED paper the, PMS # will end in C and if it's being printed on UNCOATED paper, the PMS # will end in U.**

**Bleeds** are any artwork that goes off the edge of your printed sheet. At times, bleeds can be generated manually by our prepress department. When preparing bleeds, make sure to:

- Provide .125" (1/8") of extra imagery all the way around for trimming.

**Please Note: Notify your sales representative or customer service representative if your artwork goes off the edge of the paper, but you are unable to provide artwork with .125" bleeds. We will do our best to generate bleeds with the artwork provided.**

## Resolution Examples



To print perfectly crisp, print resolution is 300dpi at final print size. The above images are an example of the resolution of an image 1.5"h x 1"w from 300dpi to 10dpi for visual reference. **The higher the dpi, the better print quality can be produced.**

## Preferred Software

Jet Mail prefers the use of Adobe Creative Suite Software.

Make sure to:

- Provide Packaged native files when possible.
- Reference how to make Packages below if needed.
- Provide Adobe PDF's in High Res PDF exports.
- For lower versions of Adobe (CS6, CS5, etc) be sure to embed linked images, provide fonts separately or convert fonts to outlines.



Illustrator



InDesign



Photoshop



Acrobat

## Alternate Software (NOT Preferred)

These file types make things much more difficult for our team to work with to provide high quality art and printing. Despite the difficulty, we understand not everyone has access to resources like the Adobe Creative Suite. Please provide these file types ONLY when absolutely necessary and no other resources are available. We will always do our best to work with the files provided.



Excel



PowerPoint



Word



Publisher

**Please Note: If a file is not constructed in the preferred software, our Prepress Team may have to reconfigure or recreate the artwork provided to better serve your design and printing needs. If we are unable to do so, we may request a new file.**

## Preferred File Types

### NATIVE FILES:

- Packaged InDesign files, Packaged Illustrator files, PSD files, EPS files, PDF files

### PRINT FILES:

- HiRes PDF with bleeds and crop marks
- Illustrator with PDF Content (Choose this option when saving)

### RASTER/BITMAP ART: Always provide a PSD when applicable.

- Photoshop EPS (Preferred in 8 bit preview, maximum quality, JPEG compression)
- TIFF, JPEG or PNG (As high quality as possible, PNG supports transparency)

## How to Package Adobe Indesign and Illustrator Files

### How to Package InDesign Files:

1. With your project open in InDesign, Click File > Package.
2. In the preflight dialog box, click Show Problems Only to see any issues that need attention.
3. Click Package. Tick boxes to include fonts, linked graphics and document settings. Click Package again.
4. Your InDesign Document, image links and fonts will all be included in one folder.

### How to Package Illustrator Files:

1. With your project open in Illustrator, Click File > Package.
2. Specify the name of the folder and location you would like the folder to save.
3. In the preflight dialog box make sure ALL checkboxes are checked to include links, fonts, and a report.
4. Click Package to make a folder that includes all image links and fonts.

If there are issues with missing image files or fonts, you can relink missing images using the Links Menu: Window > Links. You can correct missing fonts by going to Type > Find Fonts and scrolling on the drop down menu to replace fonts with the correct version. Not all fonts can be embedded due to copyright reasons. Some fonts may need to be changed to outlines: Type > Create Outlines. Once packages are made, right-click the folder and choose "Compress" (Mac) or "Send to ZIP" (Windows) for e-mailing purposes.

## Questions? Talk to a Jet Mail Team Member.

[Talk to an Expert](#)