



ARTWORK SETUP & SUBMISSION GUIDELINES

READY TO CREATE YOUR PRINT PROJECT FILES?

Here a few things to follow and some tricks of the trade when setting up your files for print. We have lots of options for submitting even the largest of files so choose what works best for you. Contact your Account Executive with questions or you encounter any snags in the process.

DID YOU KNOW?

- For specific product templates visit aaafag.com/templates or ask your Account Executive
- We can print a sample of your artwork at actual size for a small fee
- We will email a digital proof for approval, artwork must be approved by client before production
- If you have physical artwork we can scan or photograph it and prepare it for printing
- We recommend building your files at actual size, 100 dpi resolution but if that is not achievable use this formula: $600 \div \text{viewing distance in feet} = "x" \text{ dpi}$

Viewing Distance in Feet	10'	20'	30'	50'	75'	100'
Resolutions at Actual Size	60 dpi	30 dpi	20 dpi	12 dpi	8 dpi	6 dpi

- Production may be delayed if files are not set up correctly
- Late file submission could result in rush service fees
- Files that are not set up correctly will either be sent back to you for adjustment or to our Design Department which will incur a fee
- Our designers can handle your file creation from start to finish including graphic design, illustration, mock ups in photos, etc. if your team is busy or unable to complete the print files in time

VECTOR FILE SETUP

- All vector files are always preferred if possible and will provide the best results for large graphics as they can scale infinitely without losing quality
- Supported applications: current Adobe CC Illustrator or InDesign
- Acceptable file formats: .ai .eps .pdf
- CMYK color mode, actual size or 10% scale, please note scale in file, add at least 1" bleed to all sides, outline all fonts
- Set up multi-page documents in Illustrator or InDesign and package file

RASTER FILE SETUP

- Supported applications: current Adobe CC Photoshop, Illustrator or InDesign
- Layered Photoshop file preferred, acceptable file formats: .psd .psb .tiff .ai .eps .pdf
- CMYK color mode, actual size, 100 dpi, add at least 1" bleed to all sides
- If file contains a combination of raster images and vector images, text or cut lines, please set up in Illustrator and provide linked raster images
- Set up multi-page documents in Illustrator or InDesign and package file

CNC ROUTER AND DECAL PLO

- Provide .ai, .eps or .pdf vector based file with "CUT" layer
- Add printed artwork (vector or raster) on a separate layer
- If printed artwork is raster, not vector, provide linked file

WHITE INK SETUP

- Provide .ai, .eps or .pdf vector based file with "WHITE INK" layer
- Add printed artwork (vector or raster) on a separate layer

PRODUCTION NOTES

- Include any specific production notes in artwork file or accompanying file and communicate these details to your account executive

COLOR MATCHING

- Every machine outputs CMYK differently even if they are all calibrated correctly
- Providing a Pantone Solid Coated (PMS) color or physical sample is the only way to truly match a specific color
- Rasterized artwork or photos where colors are not critical be printed "as is"
- Laser or inkjet printers are not accurate and should not be used for matching
- Lighting effects the the appearance of color so we use daylight to match colors

SUBMISSION OF FILES

- *Email your Account Executive a file or zipped folder that is 10MB or less*
- *Upload to our FTP site by creating a new account or logging in to aaafitp.aaafag.com. For instructions visit aaafag.com/file-setup*
- *Email a link to Dropbox, WeTransfer, Microsoft One Drive, Google Drive or similar*
- *Mail or deliver hard drive, USB flash drive, CD or DVD (formatted for MacOSX)*