



MCGRATH
printing | custom apparel

**COMMERCIAL PRINTING
DIVISION**

ELECTRONIC FILE REQUIREMENTS

Resolution

300-400 dpi (Our four color press prints line screens at 200 lpi.)

- Images that are on the web are at a low screen resolution of 72-96 dpi and are not acceptable for printing.
- Print images need to be created at 300-400 dpi or there will be a substantial drop in the image quality.
- 300 dpi image should not be enlarged over 160%

Color Mode

- RGB files will not be sent to press.
- All black & white artwork/images must be provided in Grayscale color mode.
- All spot color work must be provided using the proper PMS colors.
- All "full color" artwork and/or images must be provided in CMYK color mode (convert all spot colors to CMYK Process color values, and set black-only fills & strokes to overprint whenever possible.)

Bleeds & Margins

- For anything that prints to the paper's edge (bleed), such elements should extend past the document bounds by 1/8-inch on all sides to allow for proper trimming. Example: A finished 4" x 6" postcard goes to press at 4-1/4" x 6-1/4" and is trimmed to size.
- Keep non-bleed items and text inside the border by at least 1/8-inch.

File Formats Accepted

- Microsoft Word, Publisher, Excel or Powerpoint files are accepted with the understanding these files aren't generally used for high resolution printing purposes. We understand these may be the only files you have available, and we will make every effort to deliver a quality product to you.
- Vector PDF or vector EPS files (with fonts embedded or type converted to outlines) are preferred.
 - Make sure the Documents Raster Effects Settings are set to a minimum of 300 dpi.
 - When saving your PDF be sure to choose High Quality Print and modify the settings as follows:
 - No downsampling; be sure "Compress text and line art" is unchecked.
 - Embed all fonts (it is preferred that all type be converted to outlines to avoid any font conflicts).
 - Include all marks (registration, trim, etc.).
 - Include bleeds
 - No color conversion / do not include profiles.
- Adobe InDesign CS5 or earlier and Quark 7 or earlier.
 - Support files (fonts and placed images) must accompany native layout files.
 - The best way to achieve this is to use the application's "Package" or "Collect" feature.
- Photoshop (.psd) — Fonts should be supplied or all type rasterized.
- Illustrator (.ai) CS5 or earlier — Fonts should be supplied or all type converted to outlines.

Rich Blacks

Rich black (a.k.a. Black Build) is an ink mixture of solid black (100% K) with additional CMY ink values, resulting in a darker tone than black ink alone. If you print black alone as 100% K, the resulting black may not be as dark as you might like. We recommend using: C=30 M=30 Y=30 K=100.

Rich black is recommended for large graphics/fills only, not text.

All black text should be 100% black only, and set to overprint whenever possible.

Blue, not purple.

When using blue in your design, always make sure to leave at least a 30% difference in your Cyan and Magenta values. Blue is close to purple in the CMYK spectrum. Use a low amount of magenta whenever using high amounts of cyan to avoid purple. Example: C=100 M=70 Y=0 K=0

What if I don't have a press-ready artwork?

Don't panic! Send us what you have and we can assess what your options are and advise accordingly.