

Templates are built on their own locked layer that will not print.  
Be sure to NOT to build your art directly into the template layer (Illustrator, Photoshop)  
or flatten it into the template (Photoshop). Please leave the template layer in the submitted file  
for our reference. All instructional text may be deleted prior to submission.

Make sure all elements of this file are **CMYK**.  
**RGB** files and **spot colors** (pantone®/PMS colors)  
will have to be converted prior to printing and will result in color shifts.

Please design your files in accordance with the guidelines noted on these templates.

**Safety Margins:** Text and important images must fall within these red boxes. Extending important elements beyond these lines can cause problems during cutting, folding, and assembly. Parts of images or text can end up being trimmed off or fall directly on a fold.

**Cutlines:** This is approximately where your artwork will be trimmed. Keeping all text and important images inside the 1/8th inch safety margins will prevent their unintended loss during cutting.

**Bleeds:** This area is going to be completely trimmed away during the cutting process. Only solid colors, background images or foreground images that intentionally run off the page should extend through this area. Having bleeds ensures that your artwork will not have a thin white border around it.

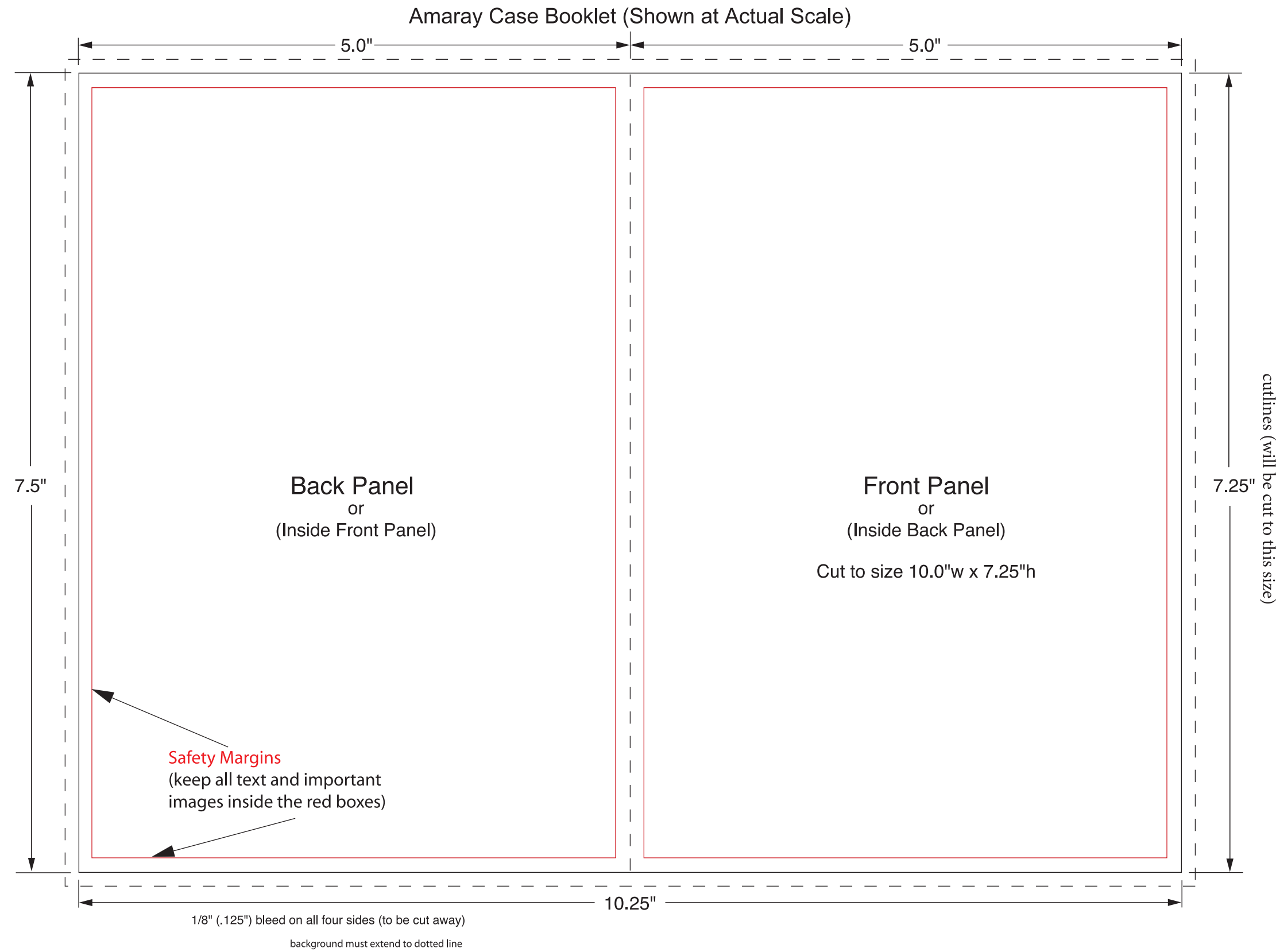
**Folds:** We advise being careful when running any text or important image over folds. Text, especially text under 9 pt. can be hard to read if it is falling on a fold.

**Color Space:** Be sure to use a CMYK color space when designing your art. It will be printed using Cyan Magenta Yellow and black. Other color spaces such as RGB and Index (both used primarily for web design) will have to be converted before they are printed and this typically causes a shift in colors that cannot be avoided or fixed. Pantone colors will also have to be converted to their closest CMYK equivalent

**Fonts:** You must either submit copies of all fonts used in your layout in a separate folder along with your artwork, make them outlines (in Illustrator), rasterize them (Photoshop), or flatten them into your artwork (Photoshop). Fonts sized below 5 pt. will not print well. Acceptable font formats are Mac TrueType, Open Type, Postscript and dfont. Windows fonts must be outlined or rasterized.

**Resolution:** Illustrator files are vector art and do not require a specific resolution to print clearly as long as they remain saved as vectors in .ai, .eps, and .pdf files. All Photoshop files must be AT LEAST 300 DPI in order to print clearly. 600 DPI is recommended for images with significant type setting performed in Photoshop. Images pulled of the internet typically have a resolution of 72-96 DPI which is not acceptable for print production. Pictures taken with a digital camera are typically 72 DPI but at a very large size. Be sure to uncheck the "resample image" box at the bottom of the Edit>image dialog box in Photoshop to increase resolution while sizing down your image.

Artwork not following these specs will have to be adjusted, which may require significant, additional time and incur higher graphics charges.



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**Please carefully read documentation in  
regards to proofing and proof approval.**