

FILE SPECIFICATIONS

PREFERRED FILE FORMAT: PDF

If you are sending a print-ready file, we prefer PDF. PDF files should be saved as press/high resolution (300 dpi minimum); embed all fonts and images, include bleed but do not add crop marks, use CMYK color mode for all swatches (no spot colors unless specified in your project quote).

ACCEPTED MATERIALS & FORMATS

- **Quark Xpress** – through version 7. Collect and include all fonts and art/photos used – fonts must be MAC Postscript or Type 1 (no true type fonts)
- **Adobe PDF** – files should be saved as press/high resolution (minimum of 300 dpi); embed all fonts and images
- **Adobe Illustrator** – through version CS3. All fonts should be outlines, embed all images, use CMYK color mode for all swatches (no spot colors unless otherwise specified)
- **Adobe Photoshop** – through version CS3. Files should be at 300 dpi resolution and in CMYK color mode
- **Adobe InDesign** – through version CS3. Collect and include all fonts and art/photos used – fonts must be MAC Postscript or Type 1 (no true type fonts)
- **EPS, TIF, JPG** – resolution should be minimum of 300 dpi when image is at 100% size, CMYK color mode

WE CANNOT ACCEPT: Film, Adobe Pagemaker, Microsoft Programs: Word, PowerPoint or Publisher *(you may send text in Microsoft programs, but we cannot print projects created in these programs)*

HOW TO SEND YOUR FILES

You may choose any of the following methods to send your files to us:

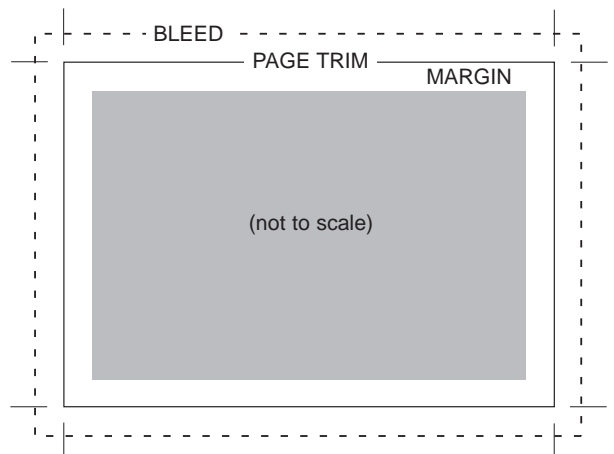
- **Upload files to our website** – www.earlycareguide.com/upload
You must first ZIP (.zip files) or STUFF (.sit files) your files.
- **E-mail** (only if files are less than 4 MB) – send files to Emily Payne at epayne@kesslercreative.com
- **Mail a CD** – Production Department
Kessler Creative
12276 San Jose Blvd, Suite 115
Jacksonville, FL 32223

A proof is required for comparison to the files sent. It may be a printed proof that is mailed or faxed. You may also send a PDF by email or upload it to our website.

Although precautions are taken by Kessler Creative to prevent errors, proofreading is the sole responsibility of the customer. Kessler Creative is not responsible or liable for errors remaining on proofs that have been approved by the customer.

HOW TO SET UP YOUR FILES

Margins	1/8" (.125) minimum
Bleed	1/8" (.125) minimum <i>set bleeds to 1/4" if possible</i>
Image Resolution	300 dpi/ppi minimum
Illustrator .ai/.eps (Vector Art)	All text must be outlines, Embed all images
Color Mode	CMYK or Grayscale* <i>*Most jobs will be CMYK. Spot colors may be used if specified in your project quote.</i>



PRODUCTION CHARGES

Electronic media must meet the specifications listed here. Unless negotiated as part of your project quote, production and/or design fees will be charged at regular hourly rate with a one-hour minimum.

QUESTIONS?

Contact Production Coordinator, Emily Payne:
Toll-free: **888-708-5700 ext. 16**
Local: **904-346-3898 ext. 16**
Email: **epayne@kesslercreative.com**
Fax: **904-346-3337**