

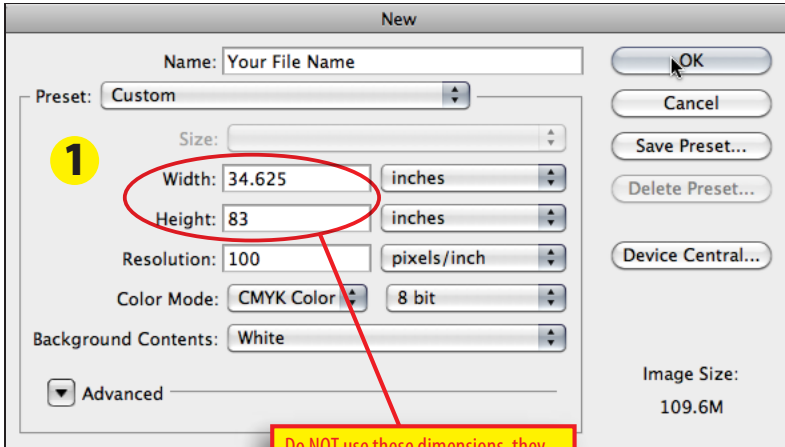


(MAC : Photoshop CS5 screen shots shown)

Adobe Photoshop TIF Print-ready file requirements

Pricing for all Photoshop graphics is based on us receiving print-ready files designed to the correct size, prepared to these requirements and sent for production to: tradeshaw-stuff.com/uploadDirect. Before sending, proof your work. print your final file(s), double-check spelling. This will be your final proof as no additional proofs will be supplied by us before production. Files received that do not follow these print-ready requirements are considered working files and the appropriate charges will be added to your order for us to properly prepare them for printing. **Please note: Native format Photoshop application files (PSD) are not considered print-ready and will incur additional charges.**

- ✓ For optimum results, design your graphic(s) in inches@ actual (100%) print size: Resolution@ 100 pixels/inch); Color Mode: CMYK (do not use RGB and convert to CMYK); 8 bit (see>image 1). Higher resolutions are counter productive; they significantly increase file size, upload, preflight and printing times and do nothing to improve print quality.

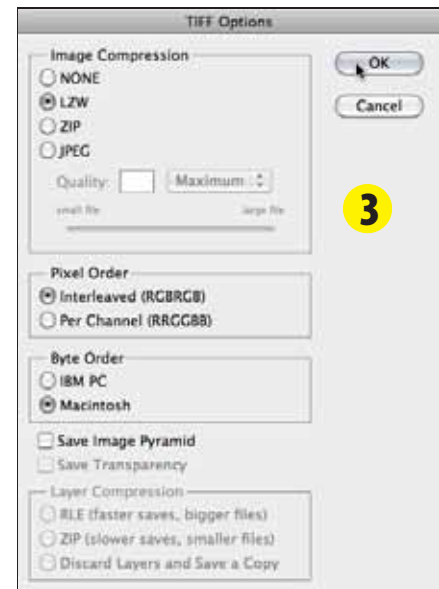
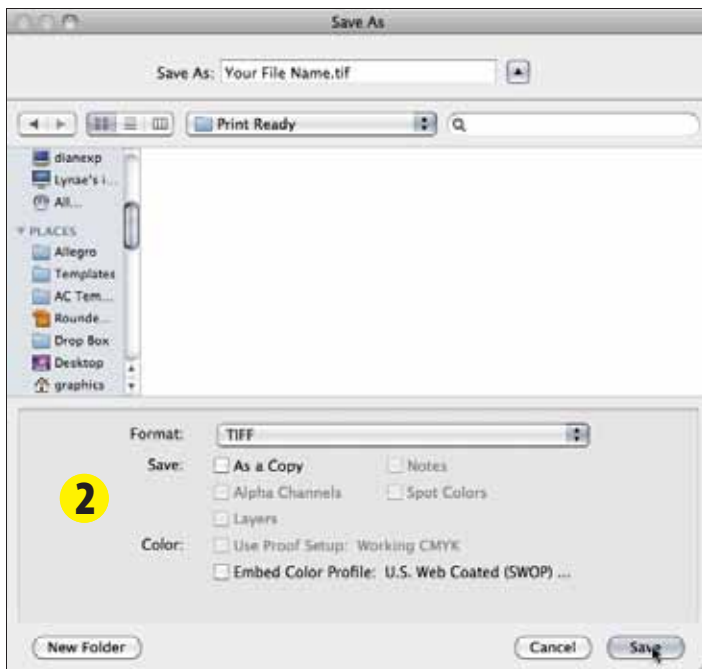


Do NOT use these dimensions, they are for illustration purposes only. Download the proper template from our website for correct sizing.

your print-ready checklist

- file format: .TIF
- color mode: CMYK
- alpha channels: None
- layers: None (flatten)
- resolution: 100ppi @100%
- notes: None
- color profile: None
- compression: LZW
- byte order: Macintosh

- ✓ Before sending your design to our production department, flatten artwork into one "print-ready" file by saving in TIFF (.tif) format with no Alpha Channels, no Layers, no Notes and no Embedded Color Profile (see>image 2), using LZW image compression and Macintosh Byte Order (see>image 3)



upload Direct™
the fastest way to get your project started.

- ✓ Send your file for production to:

tradeshaw-stuff.com/uploadDirect