

## **FILE SUBMISSION:**

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Please visit our WeTransfer channel to submit files. [www.iacgobig.wetransfer.com/](http://www.iacgobig.wetransfer.com/)

## **FILE FORMATS:**

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We strongly recommend you provide your files as high-resolution PDF File with bleed. However, we also accept the following native file formats:

Adobe Illustrator // Adobe InDesign // Adobe Photoshop //  
Image file formats including TIFF, EPS, JPG

When sending native files, please ensure to include all fonts and linked images along with low resolution PDF softproof. Do not embed images

## **COLOUR MODES**

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Your files should always be in CMYK, anything else may result in a colour shift when other colour modes are converted into CMYK. Art submissions with specific Pantone Color call outs will automatically be converted to CMYK. If your job is color sensitive, please contact us for information and pricing on color matching services.

## **PREFERRED RESOLUTION**

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For large format at final size, the preferred resolution for artwork is 100DPI. For small format, the preferred resolution for artwork is 300DPI.

## **BLEED**

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A 1/4" bleed is required on all four sides of your artwork. Bleed is extended artwork on all sides of the artwork to allow for finishing variance. Items such as background and design elements should always extend out of the trim margin. Failing to provide bleed information and crop marks can result in the printed product showing a thin area of white on the edge. If your file does not consist of bleed, it will be rejected by our prepress department and we will request for a new file with bleed. This will result in delaying the completion of your job.

## **SAFETY MARGINS**

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Safety margins are guidelines that help you keep important elements of your design away from the edge of your artwork and/or away from required finishing. It is also important to note that in many instances finishing options determine safety margin requirements. Please consult with your IAC CSR if you're unsure of safety margin requirements and appropriate bleed.

## **OVERPRINT**

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Overprinting refers to the process of printing one colour on top of another. If you do not want this to happen make sure that the overprint options are turned off and switched to knockout in your document.

## **TRANSPARENCY ISSUES WITH PMS COLORS**

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Transparency effects are generally not preferred in printing, and only on screen. It causes ripping issues and elements to disappear. To prevent this, do not use any shadow, glows and transparency on top of a spot colour - always convert your spot colour to CMYK before using any transparency effects.

## **PROOFING**

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The proof provided is a low resolution file for content proofing only! If we created your artwork, please examine your proof closely to make sure no spelling mistakes or other errors. We are not responsible for any errors on the artwork upon approval.