



Guidelines for preparing print-ready files

These are guidelines for preparing print ready files; guidelines will be different if you require graphic services. Please submit files that are ready to print and do not require editing. Files that require multiple revisions by the customer will incur graphic handling charges at the standard rate on the second, and each subsequent version of the file provided.

Size

Documents should be formatted at size, or to scale, according to the layout for the specific product. Layout guidelines can be found on the product pages at <http://www.displaystar.com>.

Format

We accept print ready files in the following formats: PSD, TIFF, and EPS. Files that require conversion will incur graphic handling charges at the standard graphic design rate. Final size files are only required to be 100-150 dpi.

- EPS files: All text in EPS files should be converted to outlines.
- PSD files: Layers should be flattened.

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Bleeds

We do not require bleeds on your artwork.

Fonts

Please convert all fonts to outlines; we do not accept font files

Graphic Design Services

We offer professional graphic design services at the rate of \$75/per hour, with a minimum of one hour. We support the following applications: CS4 and earlier versions of Photoshop, Illustrator, and InDesign. We also support Freehand MX. Please contact us for an estimate.

Proofs and Test Strips

For print ready files we do not require approval of a proof, though a printed proof can be requested for \$40.00 (includes overnight shipping.) We offer a test strip for \$40 (includes overnight shipping.) These services will add 2 days to your order processing time.

Color

Unless a printed proof is ordered, Display Star is not responsible for unsatisfactory color results. 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.

Color Matching Services

If you require any specific color to be matched, please include a match print, or previously printed media such as a brochure, business card or any printed sample with your desired color. We will make an effort to match your specified color. Since we print in CMYK and not in spot PMS colors, the final color printed may not exactly match the sample(s) provided. Please contact us for pricing.

How to submit print ready files to Display Star

Go to <http://www.displaystar.com/> and click on Send Us Art to upload your files. Please reference your company name when uploading.