

**WE'RE BUILDING A REPUTATION, NOT RESTING ON ONE!**

## ART SUBMISSION GUIDELINES

Thank you for contacting **PRINTING BY JOHNSON** for your print needs. Following the information below will assist your order in moving through production timely.

**PRINTING BY JOHNSON** prints digitally in CMYK - NOT RGB or PMS (if you require PMS, please contact us).

We require all print-ready pieces be spell-checked BEFORE being provided (We DO NOT SPELL-CHECK files that are submitted as "PRINT READY").

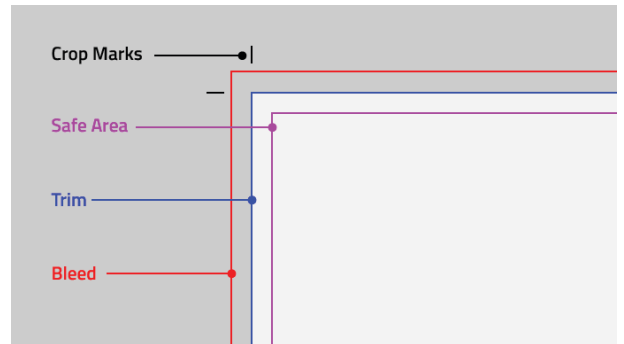
### TO SUBMIT "PRINT READY" ART WITH PRINTING BY JOHNSON, PLEASE PROVIDE THE FOLLOWING:

Artwork should be submitted as a high-resolution\* PDF with **FONTS EMBEDDED OR OUTLINED**.

Artwork **MUST BE PROPERLY SIZED TO THE FINISH SIZE** with crop marks and bleeds provided.

All important information (logos/art/text) must be 1/8 to 1/4 of an inch from the trim edge, in the safe area.

If sending "PRINT READY" for a booklet - **THE NUMBER OF PAGES SHOULD BE DIVISIBLE BY 4**. Please let us know if you require further information regarding book and booklet setups.



### FILE FORMATS ACCEPTED:

High-resolution PDF (preferred)

Vector format (Illustrator, .eps, .ai, .svg)

High-resolution jpg/jpeg (not compressed)

\*Microsoft Word (saved as a PDF is preferred)

\*Native files (InDesign and Photoshop)

\*Microsoft Publisher (saved as a PDF is preferred)

\***High-resolution** is defined at 300dpi (dots per inch). Providing files that are less dpi, or contain images that are less dpi, can result in poor final prints. If you have to submit a native file such as InDesign or Photoshop, please make sure to select "FILE/PACKAGE" when saving so that all the components/links and fonts are in the folder along with a PDF and provided to **PRINTING BY JOHNSON** for use.

**Native files** should always include: embedded fonts or fonts converted into outlines and embedded high-resolution images, if applicable.

**Microsoft Programs** (such as Word or Publisher) scale images down inside the programs. Please convert your file to PDF's before submitting or share images separately for us to replace.

We accept files through email ([orders@printingbyjohnson.com](mailto:orders@printingbyjohnson.com)/[graphics@printingbyjohnson.com](mailto:graphics@printingbyjohnson.com)), our website, [www.printingbyjohnson.com](http://www.printingbyjohnson.com), or through links from file transfer sites such as [wetransfer.com](http://wetransfer.com).

### VARIABLE DATA

We provide data merging, which is usually used with mailing for addresses, or for seating charts for events. To properly prepare your excel list for your mailing please make sure to label the headers properly and organized alphabetically by last name. For example:

	A	B	C	D	E	F	G
1	First Name	Last Name	Address 1	Address 2	City	State	Zip
2	John	Smith	12345 Rocky Road	Suite 2	Shelby Township	MI	48315
3							

OR

	A	B	C	D	E	F	G	H
1	First Name	Last Name	Table Number					
2								

Do NOT type using comma's or grouping the address information into one cell in the Excel file.

	A	B	C	D
1	First Name	Last Name	Address 1	Address 2
2	John	Smith	12345 Rocky Road Shelby Township, MI 48315	

