

ELECTRONIC FILE SUBMISSION:

You may submit your files using the following methods:

- E-Mail: NYLBD@optonline.net
- Mail: Files may be submitted “Snail Mail” to address at the the bottom of this PDF
- [Click here for office location and directions.](#)

GUIDELINES:

INTERNET TRANSMISSION

yousendit.com is a file transfer site that will allow you to send files under 100MB for free. If sending more than one file, Zip them up to compress. Please use NYLBD@optonline.net when prompted for a “send to” address

PHOTO FILES

- All photo files should be at least 300 dpi. When placed at 100%. Lower resolution files will reproduce poorly.
- Photos should be supplied to the printer in either grayscale or CMYK (full color) formats depending on your specific job.

FILE FORMATS / PLATFORMS

Acceptable file formats for both the Macintosh and PC platforms:

Other programs may be accepted. Call before you set up your work.

Sorry MS Publisher and MS Word are not accepted

- QuarkXPress
- Adobe Photoshop
- Adobe InDesign
- PDF (with crop marks and bleed)
- Adobe Illustrator

INCLUDE WITH YOUR ELECTRONIC SUBMISSION

- **Fonts and Photos:** Be sure to attach all fonts and photos separately from your actual document file (do not embed photos). This way if adjustments are necessary to the photos we can make them. Most programs offer a “collect for output” feature that automatically collects all images and fonts used in the document.
- **Color Information:** Please note any specific color information including any PMS numbers and special requests such as foil stamping, embossing and die-cutting.
- **Paper:** Please specify your paper including brand, weight and color.
- **Bindery:** Please specify any finishing requests at the time of submission.

QUESTIONS?

Call or email with questions on preparation and to double check the acceptable file formats BEFORE you begin your design piece. We prefer that files are prepared properly and do not mind taking time to answer questions. NO question is a dumb question!

If you follow these guidelines, your printed materials will be consistent and to your standards. It will also save your company valuable time and money. Any required alterations after the file has been submitted to any printer (i.e. spelling, placement, color adjustments, etc.), will result in extra unnecessary incurred costs. Again, to keep author’s alteration (AA’s) costs to a minimum, please prepare and proofread all documents before submission. All marketing budgets are limited and these guidelines will ensure that you maintain successful marketing materials at a reasonable cost.