The Artwork
Art file specifications guide

PDF FORMAT
We require all client artwork to be submitted in PDF format. Any other format will not be accepted.

SPREADS vs. SINGLE PAGES
**For 11x17 four pagers/half folds, please send full spreads (4 & 1, 2 & 3). We cannot marry these pages together.
**For magazines, please send single pages only. If you have any read-across spreads, you may send these as spreads, but please ensure they are built properly for bleed size.

CROP/REGISTRATION MARKS
Do not include crop, registration, or any other printer marks on your PDFs.

COLOR
- Trace Communications prints in 1 or 4 color process. Please be sure your art is set up using only **100% black or CMYK process colors**.
- Spot colors, Pantone colors, and color profiles cause art to separate incorrectly and must be converted to CMYK process before submission to Trace.
- Please be sure all picture files and other graphics in your art file are set up in CMYK process colors only – do **NOT** use RGB, spot, Pantone, or embedded color profiles.

FONTS
- To keep text in line, always use PostScript fonts. True Type fonts are acceptable, but PostScript fonts are more reliable for printing.
- Always **EMBED** all fonts in your PDFs to keep your type from dropping out at the press.
- Always **convert fonts to outlines** in your PDFs before sending your artwork.

RESOLUTION
Per Trace policy, we do not check for image resolution, as it is content-related. 300dpi is the print-industry standard. This is always preferred, but we WILL print what you send. **This is at your discretion.**

BLEEDS vs. NON-BLEEDS
A bleed file appears to have color extending, or "bleeding", off the edge of the page.
A non-bleed file appears to have a ¼" white border on along all four edges of a page.

- To create a bleed file, you must add 1/8" to the each edge of your file. For example, if you order an 8.5x11 flyer, you will send artwork at 8.75x11.25.
- For bleeds, please ensure your text and content is 3/8" from all edges of the page to be safe from trim. This is our "safe area".

If you need templates, please visit our website under the Resources tab.

FOLDS
When requesting a folded piece, please ensure you communicate your fold preferences to Trace; if you need certain images on the inside vs. outside, unique fold patterns, etc. Failure to communicate may result in your piece being folded incorrectly.

FOUR COLOR BLACK
Four color black is never preferred in 4-color process printing, as it can sometimes print out of registration. Please ensure all black text, bar codes, QR codes, and backgrounds are built with 100% black only, not with four color builds.

FLATTENING/LAYERS
Please flatten all files before sending to Trace. This helps to ensure that there are no overprint issues or any other problems caused by layering.

PRINT ORIENTATION
All files print head-to-head as they are sent to us. Make sure to set up your files so that when we print them head to head, the final product will read the way you would like. Also, front and back files need to be set up either both sides vertical or both sides horizontal.

MAGAZINE PAGE NUMBERS
Please include page numbers on your magazines. Multi-page projects print on large sheets and are pieced together separately after printing. Without page numbers, there is risk of pages being stitched in a different order than you intended.