FILE SUBMISSION REQUIREMENTS

To achieve the best looking final product, submit files using these requirements.
Please contact us with questions you have about your artwork files.

PREFERRED FILE TYPES

Best **PDF Files made from InDesign or Illustrator Software**
Select "Save As" for indd files and "Export" for ai files to create a PDF.

Better **PACKAGED Files made from InDesign or Illustrator Software**
Embed all graphics/images, covert all fonts to curves, and "PACKAGE" the file.

Good **Photoshop*, Word, Excel, Publisher & PowerPoint**
(these files may not be suitable for editing or color correction without additional artwork fees)
Provide a PDF of files made from these applications.
*Photoshop PDFs, EPS or TIF files should have a minimum of 300 dpi, but 600 is preferred.
Note that low resolution images cannot be converted to high resolution images.

FILE TYPES NOT RECOMMENDED

(these files may not be suitable for editing or color correction without additional artwork fees)
■ Any images saved off the internet
■ JPEG, PNG or BMP files
■ Files using RGB colors

FILE SPECIFICATIONS

1. Document dimensions should exactly match the size of your tag.

2. Do not show the tag color in the artwork. Show only objects and text that will be printed.

3. Space should be left for patch reinforced holes and clipped corners, as well as perforations.
   Templates are available for each standard tag size showing space needed for these items.

4. Include 1/8" bleed, if required. See "BLEED" below.

5. Keep all non-bleeding elements a minimum of 1/8" away from the edge of the tag. See "SAFE AREA" below.

INKS   *Ink colors used in file should match inks in your quote*

Spot Colors
We utilize the Pantone Matching System (PMS) for spot ink colors. Consult the Pantone website for further information on selecting ink colors (www.pantone.com/color-finder). Please note that not all PMS colors can be exactly converted to CMYK.

Digital CMYK (Cyan, Magenta, Yellow, Black)
Files containing many different colors should be converted to CMYK. Please note that not all CMYK colors can be exactly converted to PMS spot colors.

BLEED   *Ink that appears to run off the edge of the tag*
If your artwork prints to the edge of the tag, an 1/8" (.125") bleed is required. This means that all graphics 'bleeding" off the edge of your tag needs to extent past the cut edge of the tag by 1/8" (.125").

SAFETY AREA
Due to trimming processes, all non-bleeding elements (text, images, logos, borders, backgrounds etc.) must be kept at least 1/8" (.125") inside the edge of the tag.

SENDING US YOUR FILES
You can also mail us hard-copies or files saved on to a mobile storage device. Please indicate if you want your device/disc returned to you. When artwork is emailed, please DO NOT "paste" your imaged directly into the body of your email. You will need to "attach" the file instead. Files may be emailed to SERVICE@STLOUISTAG.COM or uploaded through the portal on our website (www.stlouistag.com/general-file-upload.html).