R&R PRINTING & GRAPHICS

Please note that we cannot be responsible for the following on customer supplied print ready art files:

- Spelling, punctuation or grammatical errors
- Inferior quality or low-resolution images
- Design errors introduced by the customer

Please review all files carefully and correct any mistakes prior to placing your order. To keep costs down for our customers, R & R Printing does not proof documents created by its customers prior to processing.
R & R Printing will be happy to correct your improperly submitted files as a "by the hour" intervention fee of $65/hr (1 hour minimum) Must have prior approval of the additional charges BEFORE intervention begins.

WHAT TO WATCH FOR WHEN CREATING PRINT READY DOCUMENTS

RESOLUTION

- Resolution is the amount of detail available in an image, directly affecting picture quality.
- Measured by dots-per-inch (dpi).
- For best quality printing, 300 dpi images are required. 72 dpi is not an acceptable resolution for images for printed products.
- Images pulled from a website, and screenshots from a smartphone or computer, are usually 72 DPI and are not acceptable for print.

300 dpi PRINT QUALITY

72 dpi SCREEN QUALITY

BLEEDS

- When an image extends past the trim edge, this is called a bleed. See EXAMPLE CARD.
- The image or color needs to extend .125" or p9 or 9pts. off the edge.
- In the Document Layout program (e.g., Indesign) you must extend the bleed out past the document edge.
- Using guides is helpful.

SIZE

- Any PDF submitted for printing should be the same size as the finished size, plus .125" bleed on all 4 sides.
- For example, a 3.5" x 2" business card should be set up as a 3.75" x 2.25" document. See EXAMPLE CARD.

DOCUMENT SIZE
3.75" X 2.25"

EXAMPLE CARD

- Lawn Maintenance
- Tree Trimming
- Weed Eating and edging
- Tree removal

123 Main Street
Anytown, State, 01234
email@example.com
555-123-4567

TRIM SIZE
3.5" X 2"

CROP MARKS

- Do not add crop marks or registration marks to any PDF submitted for print.

SAVING SINGLE PAGE .PDFs VS. ONE .PDF

- Save your .PDFs as Single Pages in Consecutive order unless it's a file over 2 pages.
- Any layout over 2 pages should be saved as one .PDF file.

OUTLINE ALL FONTS

- All fonts should be "outlined" or turned to "curves" on entire file prior to saving your PDF.

ALL BLACK COLORS

- Files should be created as CMYK, not RGB
- Black Text
  100K (C-0 / M-0 / Y-0 / K-100), not "Built" Black or Rich Black
- Large Black areas over .5"
  "Built" Black (C-50 / M-40 / Y-40 / K-100)

Questions?
Call 979-543-9498