File Preparation Guidelines

Accepted file formats

The preferred method for file formats is a print-ready PDF. We also accept tiff (as a flattened file) and eps files (with the fonts converted to outlines).

File Preparation Checklist

Fonts

Embed fonts in a PDF, flatten tiff files, or convert fonts to outlines in eps files before submitting any of these file types.

Full Color

Use CMYK (cyan, magenta, yellow, black) color mode when creating full color files not RGB or PANTONE. Printing uses the CMYK color mode, so they will be converted to CMYK during printing. If you are using RGB or PANTONE color modes your colors will change during this process.

Spot Color

Use the PANTONE color matching system to set up your spot color files not CMYK. If a file is sent in CMYK, there are additional charges to correct and your file will not be accepted as print-ready.

Bleeds

If your image needs to extend to the edge of your printed sheet, a bleed must be included in your file. We require a bleed of 1/8" on all four sides. Export a PDF with 1/8" bleeds and without crop marks or printer's marks. *For example, an 8.5 x 11 brochure with 1/8" bleeds would give you a final artwork size of 8.75 x 11.25.*

Images

Use a minimum resolution of 300 dpi for images. Lower resolution images will be blurry or pixelated when printed. Images used from web pages are 72 dpi and are too low resolution for printing.

Multi-page documents

These should be submitted as a single PDF file with multiple pages in the exact order that you want them printed.

Solid black areas or rich black

Make sure these are a rich black with the following color values: 40% cyan, 40% magenta, 40% yellow and 100% black. *Note: this is only for large solid black areas, DO NOT use rich black for text or lines.*

Borders

We do not recommend the use of borders. However if a border must be used, it must be a minimum of ¼" wide in addition to including a 1/8" bleed. Please note that it is not possible to guarantee perfect trimming of borders due to the printing and finishing processes used.

Folded brochures
Using our design templates will assist you with setting up folded brochures accurately.

Saddle-stitched booklets
Make sure your critical text and images are well within the safety line when setting up your artwork for booklets. Creeping does occur as the inside pages get trimmed more than the outer pages and there is more of a chance of your artwork being trimmed off. Increase your safety zone as you design your inside pages.

Post Office Guidelines
The Post Office has strict guidelines that must be followed in order to mail using bulk mailing services. You must make sure that your mail piece follows those guidelines for indicia, address area, artwork size and aspect ratio.

Template Instructions
Safety Line
No text or critical images should be outside of the MAGENTA safety line or it could be cut off. Placing these items well within the safety line will ensure they are not trimmed off in the bindery process.

Bleed Area
If an image needs to bleed or extend to the edge of the printed sheet, make sure your graphics extend to the edge of the CYAN line.

It is very important that you make sure to delete the Allegra templates from your design before submitting your artwork to us.

Support
Need help?
If you have questions that our guidelines don't address, Allegra is available to help with your file prep questions or to create your designs for you.

Contact us:
email: support@ally-press.com
online: live chat
phone: 1.517.394.2995 (ask for support)