

## VECTOR IMAGE FILES PREFERRED

Vector artwork is digital art composed of mathematical lines and curves. As a result, vector images can be reduced or enlarged in size indefinitely, without any loss in image quality. We prefer to work with vector files (.ai, .eps or vector .pdf) scaled to final print size. If you are creating graphics in Adobe Illustrator or other vector-based software, set your document size to the size you want your graphic to be printed. If you are sending a vector-based EPS or PDF, make sure you convert all text to outlines to avoid missing fonts. Any scaled vector file is considered camera ready art and will not require additional setup or design. This requirement is not meant to discourage custom-designed orders. We will create custom artwork for you, but additional charges of \$50/per hour will apply for design work.

## RASTER BASED FILES MUST BE 300 DPI (DOTS PER INCH) AT ACTUAL SIZE

Raster artwork is any digital art composed of horizontal and vertical rows of pixels. As a result, when raster images are enlarged, the image quality diminishes significantly. Acceptable raster file types include .psd, .tif and .jpg. If you would like your graphic to be 12 inches wide, the file must be at least 3600 pixels wide at 300 dpi to start with. It is important to set your file size and resolution before creating your art. This will save you time and frustration when files you spent time on are not acceptable because they are not the proper size and/or resolution. A 300 dpi flattened TIFF in RGB format is the best way to send your apparel graphic if you are sending a raster file.

## FREQUENTLY ASKED QUESTIONS

**q: Can I select different colors within an order?**

*a: You can mix size and color within an order as long as the garment color does not require ink colors to change. Your piece price will be reflective of the selection of whites or colors.*

**q: Can I place a graphic in multiple positions within my apparel order?**

*a: Yes, this will not cost or add any more to the print order. But to ensure the order is printed with your desired effect you will need to specify in writing the preferred changes. Include a mockup file as you envision the finished product as well.*

**q: Can I mix multiple apparel products in an order: 24, 48 or 144 and still receive the quantity pricing based on total quantity?**

*a: To receive quantity pricing you must order the same product for all of the determined quantity. Any other products added on to this order, (i.e. sweatshirts, polos, etc.) with the same exact graphic will be priced based on the highest quantity selected.  
(Example: 144 t-shirts + 24 sweatshirts = 168 quantity pricing on both t-shirts and sweatshirts.  
24 t-shirts + 12 sweatshirts = 36 quantity pricing on t-shirts & sweatshirts.) Artwork must not change in size or design.*

**q: If I order 72 apparel items, can I split them into two different graphics and still receive quantity 72 pricing?**

*a: No. The products will be priced as two orders of 36 quantity. Orders are based on graphic setup (number of screens), not total quantity. To put the order in perspective, this scenario results in twice the setup, twice as many screens, and twice the run time.*