

## Digital File Submission Policies and Tips

### ***You Have a Final Product? Great!***

Following are policies for file submission and helpful tips to serve you better:

### ***Prices listed reflect customer-supplied print-ready, electronic digital artwork, sized correctly.***

Size really does matter, especially if there is a bleed (printed images run off the paper when cut). Allow at least 1/8" additional print margin on all sides. For example, a business card that bleeds must be sent at 3.625" wide x 2.125" tall. An 8.5" x 11" flier or brochure, for example, would need to be 8.625" x 11.125" and so on. Otherwise, as a rule, electronic files should be emailed the same as their finished size.

### ***Please give us a MINIMUM RESOLUTION of 300 dpi (lpi, ppi) per Original Master File.***

File formats we prefer: .EPS, .TIF, .JPG, native PhotoShop (v. 8.0) native InDesign (v. 3.0), native Illustrator (v. 11.0) We can usually accept Acrobat Reader Files (.PDF) if everything is embedded in the file (fonts especially), MS Word, and MS Publisher files. (Web images are unacceptable for printing.) If your file cannot be printed as sent to us, we will notify you and offer you the option to correct the problem and re-send it or, depending upon the format, we can fix it. Our standard rate is \$60/hour with a \$15 minimum.

If you have a graphic designer do your work, our policy is that they are expected to understand the difference between the printing process and designing for the Web. You may have him or her call or email us to get the files sent correctly with as few steps as possible. However, we have based our pricing on correctly sent files. Therefore, time beyond 15 minutes spent with your designer is chargeable.

***PROOF! PROOF! PROOF!*** We offer proofing at our standard rate of \$60/Hour. Otherwise, we give only a cursory proof of what is submitted to us and assume absolutely NO responsibility for typos, or other errors. We offer printed black and white or color proofs at no additional charge. Therefore, we strongly encourage you to look at a printed proof. After all, they are FREE! **If you opt to not proof you then imply acceptance of your finished product.** Avoid proofing your own compositions. We recommend you ask someone who is not connected with, or familiar with your business or industry to proof for you.

### ***Other Services:***

Non-standard page size cutting @ \$1.50 per 100 Sheets (\$15/1000)

Non-standard folding @ \$1.50 per 100 Sheets (\$15/1000)

Collating @ \$5.00 per 100 Sheets (\$50/1000)

Saddle Stitch (Stapling) @ \$0.07 per Staple

### ***Need Help Designing Your Final Product?***

Our Layout/Design rate is \$60 per hour, billed in quarter-hour increments. Supply us with as much as you wish such as photos, artwork, text, etc., and of course, *your* ideas. Join us at our computer. We love to collaborate with our customers. We do not "hide" behind a counter. We also respect our customers' wishes and welcome their input on a design project. Our ultimate goal is your satisfaction. As outlined above, our Layout/Design rate applies if we must consult with your designer beyond 15 minutes regarding any changes to a file, or, if we spend time with you or your designer fixing or "tweaking" a file to get colors to match.

---

**Legal Info:** At A Word In Edgewise, Inc., we are not judgmental. We are not the "Moral Police." However, we reserve the right to request a statement of ownership or permission of use for anything that appears copyrighted. We do not print anything in violation of copyright laws, nor anything that is illegal.

**Payment is due upon receipt of goods. Some jobs may require a deposit. All Work is Satisfaction Guaranteed.**

**Please notify us if anything we do fails to meet your expectations. We will correct it.**

**Our Privacy Policy: NO ONE gets your personal information from us. NOT EVER. PERIOD.**