**Use these guidelines to set up your files for the
BEST POSSIBLE PRODUCTION RESULTS with Direct Print:**

Setting your files up as suggested will ensure that we can produce high quality graphics in a timely manner.

Direct Print Production

- Convert all fonts to outlines.

- For rich black, build the color: 100%K, 20%C, 20%M, 20%Y

- Supply CMYK files.

- Add 1/4" bleed to all sides (see image below). Bleed refers to background image.

- Build page layout to file size. (Don't put a 2" x 3.5" design on a 5" x 8" background.)

- Make sure that all linked files are included.

- The native resolution of each image should be 100-150dpi at actual size.

- Build all PMS color elements as Vector graphics and designate PMS colors as spot colors.

- Keep all content at least 1/2" inside the trim line.

Upload Files

http://www.sharperetail.com/upload-files/

Select Winston Salem as the store location.
Be sure to include your Sharpe Retail contact's name
in the instructions.

OR send a CD/DVD to

Sharpe Retail
1020 Burke Street
Winston-Salem, NC 27101

Preferred File Formats

We accept all native files in Creative Suite up to version 6.
If you work in other programs, please save your files as high
resolution PDF or TIF files.

Bleed

Trim Size: 3"W x3"H

Size with 1/4" bleed : 3.5"W x 3.5"H

*ADDITIONAL NOTE: Your Sharpe Retail contact does not have design software on their computer.
Providing them with a PDF file of your design(s) helps them provide additional quality control.*

Files that are not set up print-ready are subject to a $50 file preparation fee and a delay in production schedule.
Call us with any questions at 800-688-0629.

**Use these guidelines to set up your files for the
BEST POSSIBLE PRODUCTION RESULTS with Digital Press:**

Setting your files up as suggested will ensure that we can produce high quality graphics in a timely manner.

Digital Press Production

- Convert all fonts to outlines.

- For rich black, build the color: 100%K, 60%C, 50%M, 50%Y

- Supply CMYK files.

- Build page layout to file size. (Don't put a 2" x 3.5" design on a 5" x 8" background.)

- Make sure that all linked files are included.

- The native resolution of each image should be 150-300dpi at actual size.

- Add 1/16" bleed to all sides (see image below). Bleed refers to background image.

- Provide printer spreads (not reader spreads) when booklet making is required.

Upload Files

http://www.sharperetail.com/upload-files/

Select Winston Salem as the store location.
Be sure to include your Sharpe Retail contact's name in the instructions.

OR send a CD/DVD to

Sharpe Retail
1020 Burke Street
Winston-Salem, NC 27101

Preferred File Formats

We accept all native files in Creative Suite up to version 6.
If you work in other programs, please save your files as high resolution PDF or TIF files.

Bleed

Trim Size: 3"W x3"H

Size with 1/16" bleed : 3.125"W x 3.125"H

*ADDITIONAL NOTE: Your Sharpe Retail contact does not have design software on their computer.
Providing them with a PDF file of your design(s) helps them provide additional quality control.*

Files that are not set up print-ready are subject to a $50 file preparation fee and a delay in production schedule.
Call us with any questions at 800-688-0629.

Use these guidelines to set up your files for the
BEST POSSIBLE PRODUCTION RESULTS with Inkjet:

Setting your files up as suggested will ensure that we can produce high quality graphics in a timely manner.

Inkjet Production

- Convert all fonts to outlines.

- For rich black, build the color: 100%K, 20%C, 20%M, 20%Y

- Supply CMYK files.

- Add 1/4" bleed to all sides (see image below). Bleed refers to background image.

- Build page layout to file size. (Don't put a 2" x 3.5" design on a 5" x 8" background.)

- Make sure that all linked files are included.

- The native resolution of each image should be 100-150dpi at actual size.

- All tiled images should be sent to us as 1 piece. We will tile them in production.

- Keep all content at least 1/2" inside the trim line.

Upload Files

http://www.sharperetail.com/upload-files/

Select Winston Salem as the store location.
Be sure to include your Sharpe Retail contact's name in the instructions.

OR send a CD/DVD to

Sharpe Retail
1020 Burke Street
Winston-Salem, NC 27101

Preferred File Formats

We accept all native files in Creative Suite up to version 6.
If you work in other programs, please save your files as high resolution PDF or TIF files.

Bleed

Trim Size: 3"W x3"H

Size with 1/4" bleed : 3.5"W x 3.5"H

ADDITIONAL NOTE: Your Sharpe Retail contact does not have design software on their computer. Providing them with a PDF file of your design(s) helps them provide additional quality control.

Files that are not set up print-ready are subject to a $50 file preparation fee and a delay in production schedule.
Call us with any questions at 800-688-0629.

**Use these guidelines to set up your files for the
BEST POSSIBLE PRODUCTION RESULTS with Specialty Cutting:**

Setting your files up as suggested will ensure that we can produce high quality graphics in a timely manner.

Specialty Cutting (Router or Vinyl)

- Outline fonts, understanding that lines will be cut so be aware when outlining.

- Make sure that outline has a minimum of 1/4" bleed around cut areas.

- Supply CMYK files.

- For rich black, build the color: 100%K, 20%C, 20%M, 20%Y

- Keep all content 1/2" inside the trim line.

Upload Files

http://www.sharperetail.com/upload-files/

Select Winston Salem as the store location.
Be sure to include your Sharpe Retail contact's name in the instructions.

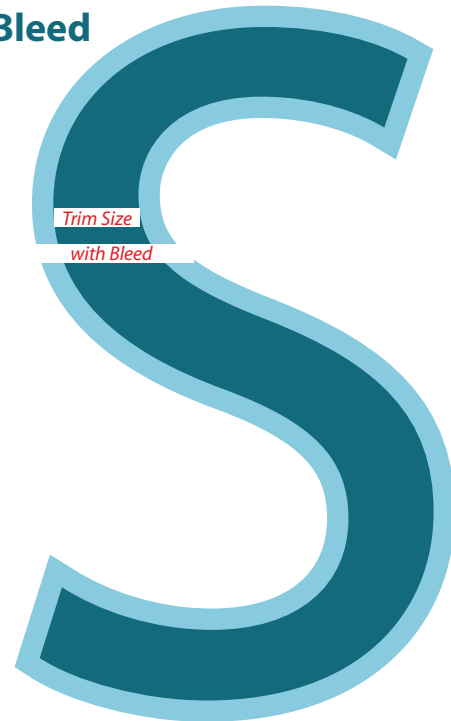*OR send a CD/DVD to*

Sharpe Retail
1020 Burke Street
Winston-Salem, NC 27101

Bleed

*Trim Size
with Bleed*

Preferred File Formats

We accept all native files in Creative Suite up to version 6.
If you work in other programs, please save your files as high resolution PDF or TIF files.

*ADDITIONAL NOTE: Your Sharpe Retail contact does not have design software on their computer.
Providing them with a PDF file of your design(s) helps them provide additional quality control.*

Files that are not set up print-ready are subject to a $50 file preparation fee and a delay in production schedule.
Call us with any questions at 800-688-0629.