



## File Preparation

For the highest quality output of your poster and fastest turnaround, follow these steps to prepare your digital files. You may upload files to our website up to **100 MB**.

### 1. Choose File Type

Recommended file types are **.tif, .jpg and .pdf**

Recommended File Types	
<b>.tif</b>	Save files from Photoshop or other imaging applications as flattened (no layers) .tif with no compression.
<b>.jpg</b>	Save at high or maximum quality setting (minimal compression).
<b>.pdf</b>	When saving to .pdf, make sure downsampling is turned off and there is no bitmap compression for the best quality images. Include all fonts and do not allow font substitution. You may use high quality .jpg to decrease file size.
Other Supported File Types	
<b>.eps</b>	Files from Illustrator, Photoshop, Excel, Word & Powerpoint may be submitted for output however these file types often require additional setup time and charges. When possible, check first to see if your application allows saving in one of the recommended formats above.
<b>.psd</b>	
<b>.bmp</b>	
<b>.pcx</b>	
<b>.doc</b>	
<b>.xls</b>	If you need to submit a file from one of these applications in it's native format, be sure to include all fonts and any other embedded files.
<b>.ppt</b>	

### 2. Check Color Mode

Recommended image type is **CMYK**.

We can print from either CMYK or RGB files, however we suggest supplying files in CMYK for optimal output. All inkjet printers print in CMYK, while monitors display RGB. By converting to CMYK, you will see the closest representation of the final output, as there can be a slight color shift when converting to CMYK. If you supply an RGB file, our high quality output system will process the file for the best quality conversion.

### 3. Check Size & Resolution

For the best quality output, you should make sure there is enough resolution in your original source file.

(Also see [Recommended Resolution Chart Based on Graphic Usage](#) on page 3)

Guidelines	
Try to have an original source file that is proportionally 25% to 50% of your desired final output size.	
<b>For normal quality output</b> , your original file should have 300 dpi <u>resolution at 25%</u> of the final output size. (For a 24 x 36 poster, your original file should be at 300 dpi and 6 x 9).	
<b>For the highest quality output</b> , your original file should have 300 dpi <u>resolution at 50%</u> of the final size. (For a 24 x 36 poster your original file should have 300 dpi at 12 x 18).	
<b>Normal Quality</b>	Normal quality output is suitable for the majority of poster applications, including displays, banners, general posters, photo enlargements, signs, etc.
<b>Highest Quality</b>	High quality output is necessary only for ultra-photographic quality detail or art reproduction.
Quick Reference Size & Resolution Chart	
Use the table below to find the recommended size of your original file at 300 dpi for the common sizes below.	

Desired Final Output Size	Recommended Original File Size at 300 dpi / Pixels			
	Normal Quality		Highest Quality	
	Doc. Size	Pixels	Doc. Size	Pixels
18 x 24	4.5 x 6	1350 x 1800	9 x 12	2700 x 3600
24 x 36	6 x 9	1800 x 2700	12 x 18	3600 x 5400
36 x 48	9 x 12	2700 x 3600	18 x 24	5400 x 7200
48 x 72	12 x 18	3600 x 5400	24 x 36	7200 x 10800
48 x 100	12 x 25	3600 x 7500	24 x 50	7200 x 15000

#### Additional Reference Charts for Various dpi

For **normal quality output**, your original file should have at least 75 dpi resolution at 100% of the output size. This is also equal to 150 dpi resolution at 50% of the output size and 300 dpi at 25% of the output size. Use the chart below to determine the optimal original file size, dpi and total pixel dimensions for the desired final output size.

Desired Final Output Size	Original File %, dpi, & document size			Original File Pixel Dimensions
	100%	50%	25%	
	75 dpi	150 dpi	300 dpi	
18 x 24	18 x 24	9 x 12	4.5 x 6	1350 x 1800
24 x 36	24 x 36	12 x 18	6 x 9	1800 x 2700
36 x 48	36 x 48	18 x 24	9 x 12	2700 x 3600
48 x 72	48 x 72	24 x 36	12 x 18	3600 x 5400

For **high quality output**, your original file should have at least 150 dpi resolution at 100% of the output size. This is also equal to 300 dpi resolution at 50% of the output size. Use the chart below to determine the optimal original file size, dpi and total pixel dimensions for the desired final output size.

Desired Final Output Size	Original File %, dpi, & document size			Original File Pixel Dimensions
	100%	50%	25%	
	150 dpi	300 dpi	450 dpi	
18 x 24	18 x 24	9 x 12	4.5 x 6	2700 x 3600
24 x 36	24 x 36	12 x 18	6 x 9	3600 x 5400
36 x 48	36 x 48	18 x 24	9 x 12	5400 x 7200
48 x 72	48 x 72	24 x 36	12 x 18	7200 x 10800

**Example:** If you want a final poster size of 24 x 36 you can use the charts above to determine that the file you submit to us should be 6 x 9 at 300 dpi (25% of 24 x 36) or 1800 x 2700 pixels for normal quality. For high quality it should be 12 x 18 (50% of 24 x 36) at 300 dpi or 3600 x 5400 pixels.

#### 4. Check Proportions

Be sure your original file scales up proportionally to the final output size you request.

If the dimensions of your file are not the exact size of the final output, make sure your original file is in the same proportion as the desired output size. A good rule of thumb is to take your desired width and length and divide them by the same # to get the proportionate size. Example: if your desired output size is 24 x 36, divide both sides by 4 to get an original file size of 6 x 9. If your original file size is not in proportion, you may want to crop it, or adjust the final output size to the right proportion.

Original File Size	Sizes Proportionally to Final Output Size of			
3 x 5	18 x 30	21.6 x 36	24 x 40	36 x 60
4 x 6	8 x 12	16 x 24	24 x 36	32 x 48
4.5 x 6	9 x 12	18 x 24	27 x 36	36 x 48
6 x 9	12 x 18	24 x 36	36 x 54	48 x 72
8.5 x 11	24 x 31	28 x 36	36 x 46.5	37 x 48
8 x 12	24 x 36	36 x 54	48 x 72	60 x 90
9 x 12	18 x 24	24 x 32	36 x 48	48 x 64

#### 5. Prepare to Send

Prepare your file(s) to upload, e-mail or send to us.

1 Rename your files and use a file extension to clarify the file type.

Try to use a descriptive filename under 10 characters. Add the corresponding 3 letter extension to the end of the filename to describe the file type.

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.tif	.tiff/.tif from Photoshop, digital cameras, art software
.jpg	.jpeg/.jpg from Photoshop, digital cameras, art software
.pdf	from Adobe Acrobat and page layout software
.eps	Encapsulated Postscript
.ai	Adobe Illustrator
.psd	Adobe Photoshop
.bmp	Bitmap
.tga	Targa
.pcx	Pict Files
.doc	Microsoft Word Document
.xls	Microsoft Excel Spreadsheet
.ppt	Microsoft Powerpoint Presentation

2 Burn files to CD if you are not uploading or emailing

If you are not sending your files to us electronically, then compile them and burn them to CD. Be sure to include all necessary files such as fonts or embedded graphics. (Flattened files work best as they include all of the information in your picture in one file).