Digital File Specifications

3525 pixels

2906 pixels
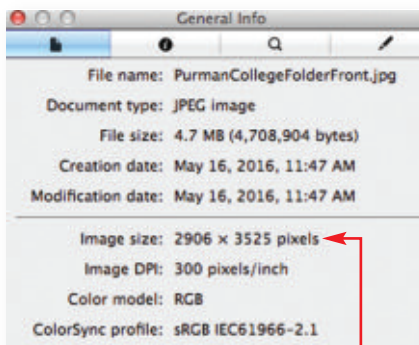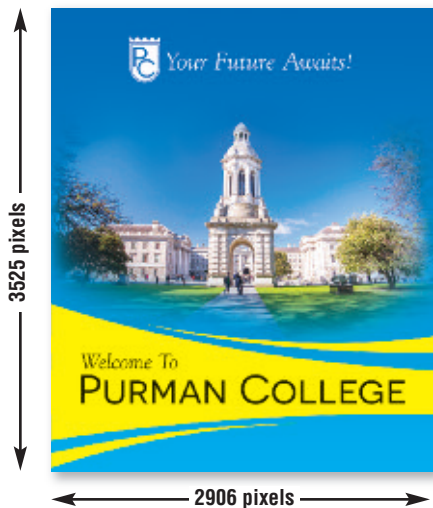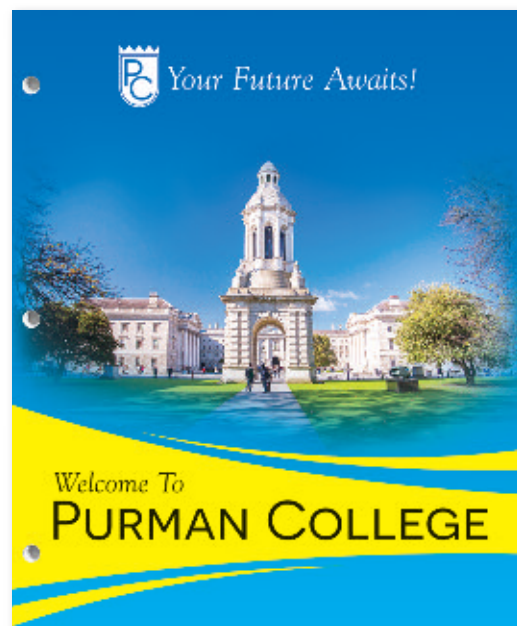

The "General Info" pop-up window on a Mac will display your image's pixels.

Maximum Print Size at 300 ppi
width = 2906 pixels ÷ 300 ppi = 9.687"
height = 3525 pixels ÷ 300 ppi = 11.75"

Resolution

An image that looks good on your computer's monitor may not necessarily print well. Resolution of a digital file, expressed in pixels per inch (ppi), determines the printing quality.

Divide each axis by 300 – the result is the largest size an image can be printed at *maximum* quality. We will accept files as low as 150 ppi. Images won't be as sharp as 300 ppi, but it is still of acceptable quality. In that case, divide each axis by 150.

Example of image at 2906 pixels x 3525 pixels:
300 ppi   2906 pixels x 3525 pixels (each axis ÷ 300 ppi)
highest quality   = 9.687" x 11.75" maximum print size

150 ppi   1453 pixels x 1763 pixels (each axis ÷ 150 ppi)
medium quality   = 9.687" x 11.75" maximum print size

If you enlarge an image, make sure to maintain at least 150 ppi. You cannot resave lower resolution files to 300 ppi.

Note: If you scan line art (black/white artwork with NO shading such as logos/mascots), scan at 600 dpi and save as a **.tif**.

How many pixels are in my file?

Photo-editing software can show how many pixels are in an image, in length by height. Otherwise, on a Mac, under "File" use "Open With" and "Preview," then use keys "Command-I" to see "General Info." A pop-up window will display the data. See above. On a PC, right click on the image file, look at "Properties," and then the "Summary" tab.

Camera Settings

Most digital cameras with 4 or more Megapixels, and some cell phones, can take photos suitable for printing. Use the highest quality settings available; do NOT use any compression settings.

File Format

Before uploading your file, you may want to modify the brightness, contrast, and color in an image-editing software. We are not responsible for image quality since we do not make alterations or correct colors to files you upload.

Acceptable file formats are **.eps**, **.jpg**, **.tif**, **.png**, and **.pdf**. Save your file as a **.pdf** if text is in your file (PDFs embed fonts). If using professional software (InDesign, Quark), use PDF/X-1a setting with registration marks turned off. Your file should be several megabytes in size if it's the correct resolution, although JPGs are generally smaller. Each folder part (front cover, back cover, left pocket, right pocket) should be saved as a separate file. Upload files through our online folder building system.