



Folder Guidelines

Folder artwork is due 10 weeks before your Desired Delivery Date.

Mascot Tips



- Mascots should be at least 300dpi resolution at the size they will be printed, preferably in .AI, .EPS, .PNG, .JPEG, .PDF, .TIF, or .PSD format.
- SDI Innovations cannot accept files placed into Word or PowerPoint, etc. These programs compress images, knocking down the resolution. Upload the image file without placing it into a Word file.
- If emailing images, send the largest, actual size file; don't send a smaller, compressed version.
- Images copied from a website are typically only 72dpi, and will not reproduce well in print even if the resolution or size is increased. Submit the original file.

GREAT - 300 DPI



OKAY - 150 DPI



BAD - 72 DPI



IMAGE PULLED FROM A WEBSITE

Uploading Files



- Login to your Zone™ account at www.sdiinnovations.com
- Click on the Folder icon in The Zone™ and follow the steps to upload all of your folder file(s) and submit them to SDI Innovations.
- After you have submitted your information, Production will review the files and your Account Manager will contact you with any concerns.
- Once all folder files are received, a folder proof will be posted on The Zone™ for your approval.



Folder Specs 9.5" x 11.75"

Printed folder will be trimmed to 9.5" x 11.625". We may add a border to the design if no bleeds are included.

Design Your Own Folder



- Preferred file types are .PDF, .TIF, .PSD, .INDD, .AI, .EPS, or .JPG.
- **Front or Back Folder:** Designers should set up the file at 9.50" x 11.75" at 300dpi. You can't begin with a low-resolution file and increase it.
 - Allow .375" on the top edge for the trimming of the folder.
 - Allow .25" for any images or text on the right, left, and bottom fold edges.
 - Avoid compression when saving or exporting; deselect any "compress" or "reduce size" options.
- **Pockets:** Designers should set up each pocket file at 6.25" x 3.75" at 300dpi. You can't begin with a low-resolution file and increase it.
- We prefer .PDF files for print, however if you are submitting native files, we will need:
 - The native file (from Photoshop, Illustrator, etc.).
 - All fonts. If possible, please change all text to outlines, but still send a copy of the fonts.
 - All images (linked files) used in the file.
 - For InDesign files, be sure to PACKAGE your files to include fonts, images, and other linked files. These can be submitted as a .ZIP folder.
- Low-quality images, such as from a website, will not reproduce well in print even if the resolution or size is increased.
- Artwork should be at least 300dpi resolution at the size it will be printed.
- Digital artwork and all images in the artwork should be CMYK (not RGB) color.
- Online Adobe InDesign, Photoshop, and Illustrator templates are available on the Resources Submission Guides page here: www.sdiinnovations.com



QUESTIONS? Contact your Account Manager at 800.705.7526

Hand-drawn Artwork



- See next pages for printable templates for folder and folder pockets. Artwork should extend to the outermost line, but keep important text and elements inside the dotted guide. For pockets, keep all artwork inside the dotted guides.
- If scanning your artwork: Before you scan, adjust the resolution setting to scan in at 300-600dpi. Then save/export as a .PDF or .JPEG using the Highest Image/Press Quality setting.
- If you are unable to scan, a high-resolution photo taken with a smartphone is acceptable.
- If you are unable to provide a digital image file, mail us the original version of the artwork.
 - We will scan the artwork at the correct resolution for use on the folder and return the artwork (if requested).

Mailing Artwork?



SDI Innovations
2880 Old U.S. Hwy 231 S.
Lafayette, IN 47909

Folder

(Front or Back)

Bleed (artwork should extend out to this guide) 9.50"x11.75" = gray solid line
Trim line (top of folder gets trimmed at 11.625" height) = black dashed line
Safe area (keep important text and graphics inside) = gray dotted line

A large rectangular area representing the folder layout. It is bounded by a solid gray line (bleed), a dashed black line (trim), and a dotted gray line (safe area). The area is mostly empty, with some faint, illegible text visible in the background.

Folder Pockets

Safe area (keep important text and graphics inside) = gray dotted line

6.625"

LEFT POCKET

3.75"

6.625"

3.75"

RIGHT POCKET