

Tips For Reducing File Size

If your finished artwork is very large (over 500MB) please review the tips below on how to significantly reduce file size.

FILES CREATED IN PHOTOSHOP -

- Make sure you did not include the template in the artwork, as long as you create the artwork cropped to the "mandatory bleed size" there should be no issues
- Rasterize any "Smart Objects", these often make file sizes larger and are typically not editable on our end
- Reduce the file size to 1/2 scale at 240-300 DPI or 1/4 scale at 400-480 DPI
- If you have created numerous effects within a background image (such as adding an overlay, or gradient over a photo, etc) and these will not need to be adjusted by us, feel free to merge the layers together
- Save files as PSD files rather than TIFF or EPS
- If you are sure there will be no edits that need to be done by us and or there are no Pantone color matches needed, you can provide a flattened PSD file
- If Pantone matches are needed, but you are sure there will be no content edits that may need to be done by us, you can merge all the layers that do not have Pantone specific elements

FILES CREATED IN ILLUSTRATOR -

- Please make sure any placed images are saved to 1/2 scale at 300 DPI or 1/4 scale at 400 DPI of the final output size.
- Try saving the file as an ai rather than an eps
- Create the file at 1/2 or 1/4 scale

Hopefully these tips will be helpful.