

IMPORTANT: Artwork requirements differ by brand.

These specifications apply to Valpak only. Refer to Clipp Guidelines for Clipp Artwork submissions.

To ensure the best print quality, please follow these specifications when submitting artwork. Artwork requiring additional preparation or rework may result in production delays and could jeopardize your scheduled mail date.

ACCEPTED FILE FORMATS

- **PREFERRED:** High-quality Adobe Acrobat PDF.
- **ALSO ACCEPTED:** Fully packaged Adobe InDesign, Adobe Illustrator and Adobe Photoshop files.
- **PDF EXPORT REQUIRED:** PowerPoint, Publisher, Excel, CorelDRAW, Pages and Multi-Ad Creator
Native files from these programs will not be accepted.

IMAGE QUALITY & RESOLUTION

- Color, continuous-tone and grayscale images: minimum 300 dpi at final printed size.
- Bitmap TIFF files: Minimum 600 dpi; maximum 1200 dpi
- EPS, TIFF, PNG, BMP and JPEG files: no compression
- Provide original, high-resolution image files.
- Do not submit images copied or downloaded from websites or social media. These images are generally low resolution and do not meet offset printing quality requirements.

COLOR REQUIREMENTS

- Artwork must be CMYK (not RGB), with process separation on.
- Convert Pantone, Spot Color, and TruMatch colors to CMYK
- DO NOT embed color profiles
- Large black areas or any size text: C-0, M-0, Y-0, K-99

ADDITIONAL FILE RESTRICTIONS

The following are not accepted for production:

- Images below 300 dpi
- Images formatted as: PICT, CT, RIFF, OPI, GIF, PCX, TARGA, IFF, PIXAR, WPX and Metafiles.
- Unconverted Spot Color, Pantone, TruMatch or RGB color modes.
- Application-generated type styles (use the appropriate font files)
- Native PowerPoint, Publisher, Excel, CorelDRAW, Pages, MS Word, and Multi-Ad Creator

IMPORTANT: AI-GENERATED ARTWORK & MOCKUPS

AI-generated artwork, images and mockups are not considered production-ready and should not be submitted as final artwork or reproduction references.

These materials may not meet the resolution, quality or technical requirements for offset printing.

AI-generated content may also include fonts, imagery, logos or other design elements that cannot be independently sourced, accurately recreated or properly licensed for commercial production.