

PSTM Graphic Submission Guidelines

To help ensure your artwork prints correctly and looks great onsite, please review the guidelines below before submitting your files.

1. Artwork Size & Image Quality

- Please design your artwork at the final size it will be printed whenever possible.
- Images should be clear and high quality:
 - Most graphics should be at least 100 dpi
 - Very large banners viewed from a distance may be 75 dpi
- If artwork is designed smaller than final size, image quality must be higher to compensate.
- When in doubt, do not reduce image quality—higher quality is always better.

2. Color Requirements

- All artwork must be set to CMYK color mode (standard for professional printing).
- Colors may look different on screen than in print; this is normal.
- Please do not submit files set to RGB unless specifically requested.

3. Accepted File Types

- PDF (print-ready) – preferred
- Adobe Illustrator (.ai)
- Adobe Photoshop (.eps or .tif)
- Adobe InDesign (.indd) – must include packaged files

If you are unsure which format to use, PDF is the safest option.

4. Logos & Fonts

- Logos should be submitted as vector files whenever possible.
- All fonts should be outlined or included with the file.
- If fonts cannot be outlined or included, please let us know in advance.
- If a vector logo is unavailable, submit the highest-resolution version you have.

5. Packaging Your Files

- If submitting editable design files, please include all images, all fonts, and a print-ready PDF.
- Group all files together in a single folder or ZIP file.
- Clearly label final files as PRINT.

6. Bleeds (Optional)

- Bleeds are not required.
- If included, please add 0.5 inches on all sides.

7. FILE NAMING CONVENTION

- All files must use the following formats for submission
 - “Company Name_Productn_Location_Version_Date Submitted”
 - **File name example: (ASPS_Banner_L1-IB02_v1_MMDDYYYY)**
- Send files to Jannine Griese at jgriese@plasticsurgery.org

Helpful Tip: If you are unsure whether your artwork meets these requirements, please send what you have as early as possible so we can review it before production deadlines.