

How to Prepare Files for Print (Made Simple for Small Business Owners!)

1. DPI — Your Image Quality

- 72 DPI = for screens
- 300 DPI = for print

If it looks blurry on screen zoomed in, it will print blurry. Always use 300 DPI for anything going to print.

2. Bleed — Don't Let Your Edges Get Cut Off

Add **0.125" bleed** on every side. A 5x7 flyer becomes 5.25x7.25 with bleed. This ensures color goes all the way to the edge after trimming.

3. Safe Zone — Protect Your Important Info

Keep logos and text at least **0.125–0.25"** away from the edges. No one wants a sliced-off phone number!

4. Color Mode: RGB vs. CMYK

RGB = screens

CMYK = print

RGB colors print dull or different — always convert to CMYK before sending to print.

Print Prep Basics (Page 2)

5. File Formats

Use: PDF (preferred), TIFF, EPS, 300 DPI JPG

Avoid: low-res JPGs, screenshots, Word/PowerPoint files.

6. Proofs — Your Last Chance to Fix Mistakes

Always check a digital proof. For color-critical jobs, ask for a hard proof.

7. In-House Printing Costs More Than You Think

Ink alone often costs **\$0.35–\$0.65 per page** — usually more expensive than professional printing. MPR Designs offers 5x7 flyers starting around **\$0.07 each at 1,000 qty** (prices subject to change).

8. Need Help? MPR Designs Has You Covered

We prep your files, convert colors, add bleed, correct DPI, fix layout issues, and handle printing for you. Focus on running your business — let us handle the design and print prep.

MPR Designs

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Full-Service Print & Marketing Support