

# Rockhurst University and Copy Cave Mailings

## Copy Cave's Services/Information

- Color copy - largest size 12" x 18" with no bleeds and 11" x 17" with bleeds (prints on 12" x 18" sheet).
- Mail prep - folding, tabbing, inkjetting addresses, stuffing
- Please discuss any mailings and timelines with Copy Cave prior to printing documents to mail just to make sure they can meet your mail date and to make sure your piece can mail correctly.
- If you are creating a project that is smaller in size and can be printed with multiples up on a sheet, please submit the artwork that way.

## General Rules for USPS Non-Profit Mailings

- Rockhurst University's Non-Profit Indicia # is **782**
- A minimum of **200 pieces** (or 50 lbs.) is required to process the mailing for Non-Profit mail postage discounts.
- Each piece must be identical in weight, content and envelope size and color
- Weight of one piece must be less than 16 ounces.
- Rockhurst University must be spelled out on the top line of the return address or the Rockhurst logo may be used.
- International, First Class mail or campus mail may NOT be used in the non-profit mailing.
- The mailing cannot be printed on red, pink or fuchsia colored paper or envelopes.
- Mail pieces may be sealed with tabs, but not with staples
- Postage costs will vary depending on the mail piece and address list. \$0.18 per piece is an average postage price for letter mail, \$0.25 is an average postage price for flat mail.
- Non-Profit Standard mailings cannot include advertisements in the content of the mailing.

## General Rules for Business Reply Mailings

- Rockhurst University's Permit # is **3238**
- Please note our zip code is different for BRMs - **64110-9702**
- If you have a need for a Business Reply artwork, Copy Cave can create the artwork and send in a .pdf format for placement into your file.

Nonprofit Org.  
U.S. Postage  
PAID  
Kansas City, Mo.  
Permit No. 782

### Rockhurst University's Non-Profit Indicia



### Rockhurst University's Business Reply Mail

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# File Formats for Graphics and Logos

Knowing which graphic file format to use for your graphic communication project (from Web sites to large banners), is critical for optimum reproduction. Most graphic files come in two distinct formats – vector or raster.

## Vector Files

A vector image is created with mathematical points, lines, and curves, and can be scaled infinitely, both larger and smaller, with no loss of clarity. Vector files cannot be easily used on the Web; however they can be used to make files to be placed on the Web. **Vector files formats are commonly created using Postscript programs such as Adobe Illustrator and Adobe InDesign, and usually have a .eps or .ai extension. Vector files are the best format to use when printing any version of the Rockhurst University logo.**

## Raster Files

A raster image is comprised of a series of small squares called pixels. Each pixel contains unique information about its color. If a raster file needs to be enlarged, the computer has to guess (or interpolate) to create new pixels between the old ones. This can result in the image becoming blurry when the size is increased. Raster files are commonly created by digital cameras. **Raster file formats include .jpg, .tif, .gif, .png, and .psd extensions.**

## For Printing and Promotional Items

Logos should be created and saved in one of the vector formats (**.eps or .ai extension**). For the best printed reproduction quality, raster files need to have a resolution of 300 dots per inch (dpi) at the final reproduction size. Photos for printed projects need to be large, high resolution .jpps or .eps or .tif formats. Photos created for the web or pulled from a website cannot be used for printing.

## For Web and Email

For the best visual appearance online, raster files need to be 72 dots per inch (dpi) and saved in either the .jpg or .gif formats. Files originally created in the vector format need to be saved for Web in either the **.jpg or .gif format**.