



ARTWORK REQUIREMENTS

In order for us to meet your deadline, price, and quality requirements, please be sure that you meet the following requirements when submitting artwork and digital files.

FILES AND FILE NAME

Please send only the files and support documents that are needed to complete your project. Identify the specific item you are producing by placing the name on the root directory of the disk you are providing. Place all other required files in appropriately labeled folders including a fonts folder, if fonts are not converted.

FONTS

Convert fonts to outlines, paths, or curves. Remember to unlock all elements and select all before converting. This assures that nothing is missed. Missing support files and fonts is the number one cause of delays.

LAYOUT

You must provide a layout of your printed image. The layout helps us detect many common errors with fonts, images, and other items that can be interpreted differently or vary from computer to computer. Please indicate all information that is necessary to help us produce the project correctly. Include easily identifiable PMS callouts, extensions, crop marks, and any changes between the actual file and the submitted layout.

LAYOUT SCALE

Please indicate the scale on your layout. If your image requires a bleed, provide a minimum of 1" of bleed at actual size. For full pocket bleed on banners, add a 4" bleed outside of live image area.

MEDIA

We accept the following media:

- CD
- DVD
- USB Drives

Files can also be sent via E-mail or FTP. Call or e-mail for FTP protocol. Be sure you send or fax a layout when submitting files electronically.

SOFTWARE

We primarily use the following programs:

- Adobe Illustrator (CS3 for PC)
- Adobe Photoshop (CS3 for PC)

Other file types are subject to approval and may require additional billable time to process.

COLOR

Provide all raster images in RGB. If you are using any other colorspace (CMYK, Duotone, Lab, etc.), convert the file to RGB before sending it to us. This will give you a better idea of what the color will really look like. We do not print metallic, day-glo, or fluorescent colors.

When using PMS colors, make sure you specify the PMS color in your file. Do not specify CMYK values or percentages of PMS colors. Remember also that PMS colors will be printed in CMYK. Be aware that some PMS colors cannot be matched exactly in the CMYK process. We use the *Pantone Formula Guide Coated* as our color matching standard.

RASTER IMAGE RESOLUTION

Images that are scanned or created in raster image programs should be sized at the image resolutions indicated in the following table.

| | <u>Actual Size</u> | <u>1/2 Scale</u> | <u>1/3 Scale</u> | <u>1/4 Scale</u> |
|----------------------|--------------------|------------------|------------------|------------------|
| Highest Resolution | 150 dpi | 300 dpi | 450 dpi | 600 dpi |
| Preferred Resolution | 100 dpi | 200 dpi | 300 dpi | 400 dpi |
| Lowest Resolution | 75 dpi | 150 dpi | 225 dpi | 300 dpi |

Remember also that bigger is not always better when it comes to file size. You may be able to speed up your workflow and ours through cropping and sizing images according to the image resolution requirements listed above.

COLOR REFERENCE PROOF

You must provide a hard copy proof of your file for color reference.

If specifically requested, we will try to match the general color of any proof provided. However, the wide range of color printers and the ink sets that are used in them prevent us from matching all outputs. While we can adjust our proofs to better match your color preferences, be aware that additional charges will apply.

If you have questions regarding the preparation of files or these artwork requirements, please call us and speak with one of our designers.