

DIGITAL ART SPECIFICATIONS

Our Art Department uses Macintosh computers.

2010

ACCEPTABLE COMPUTER MEDIA TYPES

3.5 FLOPPY DISK (Mac or PC) • CD-ROM • DVD-ROM • Email preferred • FTP upload available

ACCEPTABLE COMPUTER FORMATS - MAC/PC

Preferred Format

- Adobe Illustrator .ai (saved PDF compatible) or .eps files up to version CS4.

Accepted Formats

- Adobe .pdf files that have been saved to preserve Illustrator editing capabilities.
- CorelDRAW exported as an Illustrator .ai file saved with text converted to curves.
- .tif files at 100% size and at 600 dpi (black and white).
- .bmp, .jpg, and .gif files can be sent for reference only and require a full art charge.

SCREENS AND HALFTONES

Artwork is printed at 65 line and all screens/halftones should stay between 20% and 80%

AVOIDING FONT CONFLICTS

Convert text to outlines (curves in CorelDRAW) to vector as art.

PROOFS

Proofs will be faxed or emailed at no charge. PDF emailed proofs are suggested for multi-color work. Please provide an email address when requesting an email proof.

4-COLOR PROCESS GUIDELINES

Our 4-color process printing is priced as a five color job. Initial setup is \$300.00 (Z) which includes a required pre-production sample. An Adobe Photoshop (up to CS4) CMYK file at 300 dpi minimum resolution to size is required with .125"-.25" bleed for printing to plate edge if needed. Art must be in layers, not flattened, with fonts rasterized to enable alteration if necessary. If film is provided to our specs (65 lpi, round dots, emulsion side up positive) with a color key, the initial pre-production setup charge is reduced to \$150.00 (Z). Thin lines, text or large areas of solid color should be printed as a additional spot color. White text should be reversed from a single spot color if possible. 4-color process screen printing does not render precise color reproduction.

NOTICE

Art received will be pre-flighted for suitability and you will be advised of any problems or questions prior to submission for an emailed proof.

ALL artwork received on disk must include a printed copy plus color proofs if applicable. ALL emailed artwork should also be faxed.

