



art preparation guidelines

software

Adobe Illustrator CS4 to CS6 versions are preferred. All PDF files should be compatible with Adobe Illustrator. PDFs should be written to "Press Quality" settings (Acrobat 4.0). Any software programs used to create art other than Adobe Illustrator will be reviewed on a case-by-case basis.

file preparation

- All PMS colors are to be built as spot colors, process colors are to be built as CMYK.
- Overprinting must be correctly applied. Never designate white to overprint.
- Bleeds should be set to .25" past knives and onto glue tab unless otherwise requested.
- Copy must be a minimum of .25" away from all knives and scores.
- All graphics (linked files) should be included.
- Bitmapped graphics should be at least 300 dpi.
- All line work should be submitted at 2400 dpi.
- All high resolution images should be in CMYK, not RGB.
- UPC codes can be live or FPO. Make sure they are 100% black only.
- Check for all black type to be 100% black only.
- All fonts used on the file should be outlined to avoid any font issues.

file submission methods

- The art file can be emailed to us if it is less than 6 MB.
- We use Hightail as our FTP. Contact us for user name and password information.
- We can accept USB memory sticks.
- We can upload from your preferred site with your provided user name and password information.

Once the artwork is submitted, it will be preflighted to assure correctness prior to making plates. We will supply you with a PDF 'printcard' proof for approval. If there are problems, i.e. bleed issues, multiple colors applied that are not intended (or vice versa), wrong size, etc., will be determined during approval of printcard and you will be consulted about instructions on how to proceed. Also, please review for possible typos. We can apply changes to the art per your instruction if it was created in Illustrator or in a PDF format compatible with Illustrator. Epson proofs are available upon request. Please review these carefully. Once we receive your approval, the art will be made plate ready for the press. We will not be responsible for art issues discovered after it has been approved.