

# *Electronic Artwork Requirements for Digital & Offset Printing*

**Design** - We support the most current industry standard applications. Both Mac and PC formats are accepted.

**Software** – QuarkXpress 7, Adobe IllustratorCS4, Adobe PhotoshopCS4, Adobe InDesignCS4, Macromedia Freehand 10, and Adobe Acrobat 9 set as High Quality Print file.

**Graphics** - EPS & Tiff formats are supported. jpeg files set at Maximum Quality and saved as CMYK.

**Fonts** - Use PostScript Level 3 fonts. Refrain from True Type, outline fonts when possible.

**Proofs** - A digital proof is the only type of proof to accurately represent digital color output.

Offset jobs will require a Kodak or other “contract” color accurate proof.

**Electronic Files** - We accept the following Media: Via e-mail, FTP site or CD/DVD rom.

**Additional Information** - Typesetting and minor modifications to supplied art (such as reductions, enlargements & positioning) can be done by our art department at an additional cost of \$40.00 /hour.

**Contact customer service for information about sending art via email or FTP site.**

## *Checklist*

- Provide a current laser proof.
  - Laser proof should be actual size, if not, indicate reduction.
  - For quality control, lasers must match electronic file exactly. If changes have been made please mark this on lasers.
  - Highlight color breaks, live vs. FPO artwork, and any special editing instruction.
- Send a copy of your file, not original.
- Include layered files instead of flattened artwork.
- Include fonts when using Adobe Acrobat pdf for print files or outline fonts when possible.
- Label disks and be sure they contain most current files.
- The art fits manufacturer’s template.
- If document has bleeds, be sure the bleeds extended as requested on template.
- You have outlined fonts if possible or included both screen and printer fonts used in document, including fonts used in linked graphic or illustration files.
- All fonts were selected from the fonts menu & not using style options button.
- All imported images and all linked files (TIFF, EPS, JPEG, AI, PDF, PSD, etc.) are included on disks.
- All document colors are set to CMYK.
- Any large areas with solid black coverage including text 24pt and larger have been combined with 80%C, 60%M, 80%Y, 100%K for a more dense black.
- Avoid large solid areas of any single color for digital printing helps minimize streaking.
- All raster images are saved as CMYK not RGB and set at 300 dpi.
- Compress files when sending via-email, using Stuffit or Winzip Compression programs.
- All color and gray scale scans were scanned at 300 dpi and to 100% of size in document.
- Line work was scanned between 900 & 1200 lpi.
- All lines are thicker than a hairline rule.
- All unnecessary graphics and text is deleted from pasteboard.

*Failure to follow these guidelines may cause your job to be delayed and additional costs may be incurred!*