

General Always remember that submitted artwork is printed "as is." When professionals submit digital art, we assume the work is color corrected, the images are adjusted to your satisfaction, all text is correctly spelled, and that the original submitted artwork is correct. Always provide a print or a PDF file of the artwork along with the digital files when ever possible. All artwork submitted will be subject to a preflight inspection by our art department before your order can be processed

Software: We accept files created with or convertible to the following Mac/PC software: QuarkXPress, Adobe InDesign, Adobe PageMaker, Adobe Photoshop, Adobe Illustrator and Macromedia Freehand. Microsoft Office programs such as PowerPoint, Word or Publisher are not considered true graphic programs and can not be processed for printing. **Corel Draw files must be exported as EPS or Adobe Illustrator files.**

Fonts: We recommend that all text be converted to curves/outlines by the originating program. This avoids the many problems associated with various font styles, formats and originators. While this will render text uneditable, it can be sized and manipulated like any other graphic element. If the text must remain editable, or if the text cannot be converted to outlines, the screen and printer fonts must both be submitted with the job (Mac Format ONLY).

PMS Colors: All PMS colors developed within any program will automatically be converted to four color process for printing. If your project requires a PMS color, please contact your Sales Representative.

Software Guidelines

- **QuarkXpress / InDesign / Pagemaker:** Be sure to include all linked elements (images, logos, etc.) and fonts that you have used in the document. Make sure colors are defined as CMYK.
- **Photoshop:** We use Photoshop to edit and correct all photographic images and complex illustrations. As with all submitted work, images should be sized and cropped to final size. Images should be in CMYK format with a resolution of 300 dpi or greater at 100% of size. Avoid using low resolution images. Graphic files originally created for Internet use cannot be used effectively for printing.
- **Illustrator / Freehand:** Make sure colors are defined as CMYK. Convert all text to curves/outlines whenever possible to avoid font problems. If images are "embedded" in the illustration, make sure they are properly sized and cropped in the originating program prior to importation. If images are "linked" in the illustration, be sure to supply each linked file separately.

Artwork Requirements

- Adjust your document page size to the final label size required.
- All bleed copy must extend 1/16" outside the die cut area.
- Borders should be a minimum of 1/8" in thickness.
- Copy should not be any closer than 1/16" from trim edges.
- **DO NOT** trap artwork.
- Rule lines should be no thinner than 1/4 pt.
- Vignettes and highlight dot areas: White area must have minimum 1% dot
- Barcode (UPC code) should be at least 80% in size to ensure it is scannable.
- Submit a PDF for each job for viewing and inspection.

White Plate Creation: Any items that need to be backed in white should be copied to a unique layer using Illustrator. These items should reference a special "custom white" spot color, although the actual CMYK breakdown of the spot color reference used on the file is not important. The white plate items should be set to overprint (both the fill and stroke as applicable).

Artwork Submission

- **Transport Media:** CD-ROM, DVD.
- **Email:** We accept art submissions via email. Please be aware that the Internet/World Wide Web is not the most dependable transmission method for larger graphic files.
- **FTP:** We accept art submissions via our FTP site located within our web site. Please contact your Sales Representative for login details.