



ELECTRONIC ART GUIDE

Our goal here is to serve you by printing the best quality product possible. Artwork is a critical step in making this goal successful. Please read the following instructions to insure that we are given the type of artwork that will result in the quality product you are expecting.

We prefer that your artwork be submitted electronically in Macintosh format. However, some PC files can be converted into usable Macintosh files (with a conversion fee). The following programs can be converted: Adobe Illustrator, Adobe Photoshop, and Quark X-press, As long as the version numbers are the same. If you are using anything other than these programs please call us.

- In house programs include:
- Adobe Illustrator CS3
- Freehand 8.0 or 9.0
- Adobe Photoshop CS3
- Quark 6.1

ELECTRONIC MEDIA

CD-ROM and E-mail

If you choose to send the file by E-mail please Stuff (Mac) or Zip(PC) your file(s) before sending.

www.aladdinsys.com (for Stuff-It a Free Version)

www.winzip.com (for Winzip)

Please enclose a paper print out of your artwork with your order form. Be sure that your artwork is 100 % to scale.

* When supplying electronic media please consider the following:

• FONT USAGE

Please enclose only Macintosh Type Fonts along with screen and printer fonts.

If this is not an option you can convert your fonts to outlines. If you choose to do this and Typesetting needs to be done in the future there will be additional charges then.

• IMPORTED OR PLACED IMAGES

Standard file formats for electronic media graphic production are HI-RES TIFF and EPS files.

When supplying electronic media, please leave these in the native format that they were created.

This will again insure that you are getting the best possible printed product.

* Nominally additional charges come into play when artwork entails the following:

Screens, 4 color process, Half tones, Building colors or inadequate support files.

• FILMS

We prefer to create our own films to our specs.

Films must be for spot colors only, distorted, stepped and trapped for Flexography.

NO 4 COLOR PROCESS FILMS WILL BE ACCEPTED.

Negatives must be right reading emulsion up.

FLEXOGRAPHIC PRINTING REQUIREMENTS

To avoid questions or delays in production of your electronic file, simply follow the instructions below.

- 1) Create your artwork the exact size of the label
- 2) Keep the design 1/16" in from the edge of the label unless it bleeds off, then extend any bleeds 1/16" outside the edge.
- 3) Use a minimum rule line weight of .007" or .5 points.
- 4) The smallest type size is 4 points for positive copy, for reverse copy the point size should be 5 points.
- 5) Separate printing plates are required for screens, We can print up to eight colors per label. Double Check that your Pantone colors are separate from your process colors.
- 6) Please do not build traps.

DIGITAL PRINTING REQUIREMENTS

To avoid questions or delays in production of your electronic file, simply follow the instructions below.

Standard file formats for electronic media graphic production are HI-RES TIFFS (300dpi) or HI-RES JPEGS (300dpi) and EPS files.

If you have the file created in any of the above programs, convert it to vector art if possible.

When supplying electronic media, please leave these in the native format that they were created.

This will again insure that you are getting the best possible printed product.

PLEASE NOTE THAT IF THE ABOVE REQUIREMENTS ARE NOT MET, ADDITIONAL ART CHARGES MAY APPLY.