

MEDIA TYPES & SENDING FILES:

- CD or DVD
- Emailed files should be no larger than 5 MB
- Files larger than 5 MB can be uploaded to our FTP site NOTE: Call or email for instructions
- MAC or PC

PROGRAMS WE ACCEPT (OR WORK WITH):

- QuarkXpress
- Photoshop
- Illustrator
- InDesign
- Acrobat PDF

NOTE: The following programs are unable to support high-resolution output and color separation:

- Microsoft Publisher
- Microsoft Word
- Microsoft Excel
- Microsoft Powerpoint
- Corel
- WordPerfect

PDFS:

- Should be optimized for press.
- Include .125" bleed and crop marks
- Images 300 dpi & lineart 800 or higher
- Fonts should be embedded or converted to outline type
- Saved as 4/C or as spot colors

4 COLOR (ENRICHED) BLACKS:

- Any black areas larger than .5" X .5" should be made 4 color (40% cyan, 30% magenta, 30% yellow, 100% black)

FONTS:

- Please submit ALL fonts (both screen and printer fonts) used in the document.

GRAPHICS:

- Any art placed on a document should be saved in either TIFF or EPS format. Please avoid JPEG, PICT, CT, etc.
- Please supply art with .125" bleeds and trim marks
- When saving in EPS format please avoid saving with JPEG encoding
- Flatten all placed Photoshop files
- 4-color art should be saved in CMYK format only. Please no RGB, Indexed Color, etc.
- Black & White art should be saved as Grayscale and line art should be saved as BITMAPMED.

ALL SUPPORTING ART SHOULD BE INCLUDED

- Even art placed inside another program such as Adobe Illustrator.
- Images should be 300 DPI. Please note: (scaling up photos lowers resolution)
- Line art/vector images should be at least 800 DPI

PROOFS & COMPOSITIONS:

- Please provide a PDF or hard copy proof including all text and artwork.
- Please notate all color information including any spot colors if applicable. Providing a color proof (laser or other suitable replication) will ensure a more accurate reproduction.

VARNISHES OR AQUEOUS COATING: PLEASE SPECIFY SPOT OR OVERALL