

# Attention: Customer

## 4-Color Process Artwork/Format Guidelines page 1 of 2

### Acceptable Media

Zip™ Disks • DVD/CD

### Preferred File Formats

Adobe Illustrator® 10 • Adobe PageMaker® 7.0

Adobe Photoshop® 7.0 • ArtPro® • FreeHand® 11 • Quark XPress™ 6

### Additional Support File Formats\*\*

Adobe® InDesign 2.0

CorelDRAW® 11- **MUST BE "EPS" files with the fonts converted to outlines.** (*This is due to cross-platform issues*).

\*A \$25.00 upcharge will be added to each order submitted using native CorelDRAW® files for the artwork. This includes the cost of the required proof provided by either email or FAX. The proof will be generated within 24 hours of receipt of order requiring an additional 24 hours to be added to the standard turnaround time. The turnaround will begin upon proof approval.

**Special Note:** For applications not listed above, including those which do not have a Macintosh equivalent, please provide an "EPS" file (*resolution of at least 300 dpi*) of the document along with the original file.

- **Formats: We prefer EPS' Files** -- CMYK/Grayscale no less than 300 dpi and Bitmap no less than 600 dpi.  
TIFFS -- CMYK/Grayscale no less than 300 dpi and Bitmap no less than 600 dpi.  
JPEGs or GIFS -- \* as long as they are saved in high resolution (Recommend CMYK/Grayscale images be saved at no less than 300 dpi and Bitmap images saved no less than 600 dpi -- for quality reasons).

**Special Note:** Due to the occasional need to edit artwork, we are unable to accept Postscript files (i.e. .ps / .prn).

- **Colors within file:** All Pantone® spot color(s) should be converted to Pantone® process color(s) before saving the file (unless an additional spot color(s) has been purchased). Also, please provide documentation of original Pantone® spot color(s) used in the file before converting to CMYK. Art must be in CMYK image space, not RGB image space.
- **Spot Colors:** If your artwork involves spot colors in addition to process colors, you will incur an additional charge. **BARCODES** must be printed as one spot color and will be charged as such, due to Barcode Quality Verification Standards.
- **Acceptable Fonts:** We carry the entire Adobe and Corel Font Libraries, as well as Bitstream Typeshop for the MAC. We are unable to use IBM fonts. If an IBM font is used, we will attempt to convert to a Macintosh equivalent or we will scan the copy from camera-ready art provided.
- **Press Proofs:** Press Proofs require an estimated 72 hours in house turnaround, an extra day for the delivery of the proof and an additional charge.

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- Digital Halftone Color Proofs:** 24 hour turnaround in-house upon receipt of your order. At no extra charge, we Airborne you a digital color proof, showing accurate dot representation. The color proof will not represent a match to PMS colors. Please refer to a Pantone® Matching System™ Guide for a true representation of PMS colors. For the finished product, turnaround will begin upon approval of the proof. Any changes to the proof/artwork will incur a “Changes to Proof Charge” and require a FAX proof showing changes. This is applicable, even if you make changes without requesting an additional proof.
- Registration:** As we are a flexographic printer we have a  $\frac{1}{100}$ ” color registration variance. (Meaning the colors can gap or overlap up to  $\frac{1}{100}$ th inch in either direction).
- Bleed Requirements:**  $\frac{1}{16}$ ” beyond the die line on each side that bleeds. We do not charge for bleeds. Please specify on the order form or PO whether the art is to bleed.
- Enlarging/Reducing of art:** Whenever possible, please enlarge or reduce artwork according to label size; otherwise, there is no charge to enlarge or reduce the artwork for you.
- Ruled lines:** Ruled lines or strokes which appear in the art or label must be a least 0.6 pt thick.
- Minimum Dot:** Although it is common in the Industry to hold a 4% minimum dot; we have systems in place that allows us to hold a 1% minimum dot.
- Clear acetate and clear static vinyl stocks:** Require white ink to be printed behind all copy/images. There is no charge for the ink; however, we do suggest that you supply the white plate or we can create the white plate, upon request, at no charge.
- Inks:** Our inks are not opaque, therefore we advise you do not print on colored papers, i.e. silver, gold or yellow.
- Scanning photos/art:**  
*If disk art is not available, we will accept color photographs (largest size 11 x 17), Artwork sent to us via this format requires a press proof. Please see “Press Proof” for details on turnaround and charges.*

*After receiving your electronic art file(s), if we have any concerns with the art or files we will try to call or fax to discuss them at that time.*

*Thank you,  
DLI -- Process Color/Process Color Quotes Dept.*