



## FILE PREPARATION – supported software (earlier versions are also acceptable)

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We accept the following:

- Adobe Illustrator CS3
- Adobe Photoshop CS3
- QuarkXPress 7.1
- Adobe InDesign CS3

We cannot accept the following as “final art”:

- Microsoft Publisher
- Microsoft Word (\*this is acceptable only as plain unformatted text which may be used to re-create a layout)
- PowerPoint
- Corel Draw

## FILE PREPARATION – setting up your file

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- Please provide a hard copy to verify correctness, pdf's are acceptable as well.
- Please provide all fonts used and provide a duplicate copy with all fonts converted to outlines.
- Please link all images, do not embed them. Please provide all linked files, as we may need to make modifications to them such as color corrections.
- Please remove all unnecessary colors from your palette.
- Please include a dieline with your artwork, called out as a separate spot color.
- Please provide only relevant project files on your CD or DVD.
- We will trap your artwork.
- Bleeds should exceed image diecut edge by 1/8”.
- Images/type should come to within 1/16” from the diecut edge.
- Continuous-tone images should originate at 300 dpi. Please do not submit or resize low-resolution images. They should be in cmyk format, not rgb.
- Please do not submit web images.
- Please do not create your entire label in Photoshop alone. Please use Illustrator to create copy and spot color areas.
- If you require a custom color match, please provide a hard sample of this color.
- Type should be no smaller than 3 pt. if printed positive; 4 pt. bold is the minimum for reverse type.
- Keylines should be no smaller than .35 pt. if printed positive; .5 pt. is the minimum for reverse keylines.

## FILE PREPARATION – media accepted

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- CD or DVD
- Email
- File Upload

## FILE PREPARATION – proofing options

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- Black and White (faxable)
- Color Laser (mailable) ~ colors shown are very close to being color-matched
- Color-Managed Epson proof (mailable) ~ best format for process work, shows best color accuracy for process and spot color work.
- PDF (most popular) ~ Ideal for fast electronic “soft” proofing. However, it is not a recommended format to check for color accuracy as monitors and printers will vary from one to another.

**Important:** your quote is dependant on submission of properly prepared art. If your art requires extra recreation, or if you have submitted art in a format we cannot accept, and we need to re-work the art, your project will be subject to additional artwork charges.