

Electronic Art Spec's & Pre-press Capabilities

Our pre-press operations are performed using the Macintosh platform. Most artwork created on the Mac can be utilized on our systems. We can accept artwork created on a PC with some restrictions.

MACINTOSH PROGRAMS:

- Adobe Creative Suite 4.0 & 2020:
 - Adobe Illustrator
 - Adobe InDesign
 - Adobe Photoshop
 - Adobe Acrobat Pro
 - Photoshop 7.0
- FreeHand 8, 10 & MX

MACINTOSH FORMATS:

- PDF* (any version)
- TIF*
- Transparent EPS* & Editable EPS
- GIF
- BMP
- JPEG - are usually a low dpi quality might not be good

PC PROGRAMS:

- We can convert Excel & Word 2013 to PDF files

PC FORMATS:

- pdf (any version), .tif, Editable or Transparent .eps

CHECK LIST BEFORE YOU SEND ART TO US:

- Please include all Fonts
- Please include all Linked Art
- Please make sure that the Document is the Correct Size.
- Please make sure all Knock-out & Overprints are set correctly

WAYS TO SEND ART TO US:

We accept artwork by:

- E-Mail
- CD or USB stick
- Live Samples - sent in
- Hard copies of Camera-Ready separated artwork - sent in

LARGER FILES SENT BY E-MAIL

- Please use: Stuffit or Zipeg

* = Preferred files & programs

Please read carefully the following ways art is accepted

1.) ADOBE PDF FILES

- A.) ALL ARE REQUIRED TO HAVE CROP MARKS
- B.) PLEASE NO RGB FILES
- C.) PLEASE NO CMYK FILES - unless sending black files, then file must be Only Black, an example is: CMYK, (K = Black)
- D.) SPOT COLORS - please use PANTONE uncoated or solid uncoated spot colors only, but use only 1 or the other not both
- E.) GRADIENTS - must be either in Only Black or the Spot Color Used Only Black Files - please use grayscale from (K) Black Only.
 - there can not be any colors mixed from RGB or CMYK to make black
 - Spot Color File - please make sure all % of colors used to make the gradient are from the Spot Color
 - there can not be any % of colors mixed from RGB or CMYK when making the gradients
- F.) KNOCK-OUTS & OVERPRINTS are set correctly.
- G.) SCANNED COPIES OF LIVE SAMPLES - Make sure all 4 corners of document are seen when then making .pdf when sent to us.

2.) EPS FILES

- A.) Must be made transparent & use PANTONE solid uncoated spot colors as above, when there is a background color/pantograph behind art or there will be a white box around the logo or object
- B.) There can not be any colors mixed from RGB or CMYK they have to be made from the Spot Color used or Black Only when creating the gradients
- C.) Please make sure all Knock-outs & Overprints are set correctly.

3.) FONTS

- A.) All fonts should be included with the art files or
- B.) Fonts might have to be turned into outlined type or
- C.) Font substitution may occur



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