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Electronic File Specifications

1. ALWAYS SEND A PRINTED COPY OF THE ARTWORK OR A JPG PROOF, SO WE CAN TELL IF WHAT WE OPEN FROM THE DISK IS WHAT WAS INTENDED.
2. ON THE HARD COPY, LIST ALL COLORS USED. PLEASE USE EITHER THE CMYK MIXTURES OR THE PMS CHART COATED.
3. WE HAVE WINDOWS PC COMPUTERS AND USE THE FOLLOWING PROGRAMS:
COREL DRAW Version 10
ADOBE ILLUSTRATOR CS2
ADOBE PHOTOSHOP CS2
4. IF YOU USE A PROGRAM NOT LISTED ABOVE, PLEASE SAVE YOUR FILE IN ONE OF THE FOLLOWING:
FORMATS (LISTED IN ORDER OF PREFERENCE):
A. ADOBE ILLUSTRATOR PC (AI)
B. EPS
C. TIFF
D. JPEG
5. **DO NOT SEND QUARKEXPRESS OR PAGEMAKER FILES, WE CAN NOT OPEN THEM.**
6. WHEN SENDING VECTOR-BASED FILES, ALWAYS CONVERT TEXT TO OUTLINES. **EVEN THOUGH WE CAN READ MAC FILES WE CANNOT INSTALL MAC FONTS ONTO OUR COMPUTERS.**
7. ALL GRAPHICS MUST BE AT LEAST **600 DPI**. WHEN DOING ARTWORK, USE A SCALE THAT WILL ALLOW THE DESIGN TO BE AS LARGE AS POSSIBLE ON AN 8.5"X11" PIECE OF PAPER.
8. MEDIA TYPES ACCEPTED: 3.5" FLOPPY DISK, DVD, or CD-ROM. WE CAN READ BOTH IBM AND MAC DISKS.
9. WRITE THE COMPANY NAME, CONTACT NAME, AND PHONE NUMBER ON OUTSIDE OF DISK.
10. FOR PHOTOS TAKEN WITH A DIGITAL CAMERA, USE THE HIGHEST RESOLUTION AVAILABLE, MAKE SURE THERE IS ADEQUATE LIGHTING AND GET AS CLOSE TO THE SUBJECT AS POSSIBLE. MAKE SURE IT IS AT THE DESIRED ANGLE. WE CANNOT ROTATE 2-D IMAGES.