



## ARTWORK REQUIREMENTS:

1. DOCUMENTS SHOULD BE DESIGNED AT **300DPI AND READY FOR OUTPUT**, NO EDITING, NO TYPESETTING.  
**IF EDITING OR TYPESETTING IS REQUIRED, HOURLY RATE WILL BE CHARGED TO THE ACCOUNT/CLIENT.**
2. CUT DOCUMENT DIMENSIONS (THE SIZE OF THE ACTUAL DOCUMENT YOU WILL RECEIVE) ARE AS FOLLOWS:
  - BUSINESS CARDS: 3.5" X 2"
  - STANDARD POSTCARDS: 5.5" X 4.25"
  - LETTERHEAD: 8.5" X 11"
  - TABLOID: 11" X 17"
  - LABELS: 2" X .60"
  - OVERSIZED POSTCARDS: 8.5" X 5.5"
  - LEGAL: 8.5" X 14"
3. FOR FULL-BLEEDS, YOU SHOULD DESIGN YOUR DOCUMENT TO EXTEND THROUGH OUR BLEED AREA. THE BLEED AREA EXTENDS BEYOND THE ACTUAL PHYSICAL SIZE OF YOUR DOCUMENT SO THAT WHEN WE CUT YOUR DOCUMENT THE COLOR WILL EXTEND ALL THE WAY TO THE EDGE AND NOT LEAVE A SMALL WHITE BORDER. SO, TO ALLOW FOR THE BLEED AREA, YOUR FULL DOCUMENT DIMENSIONS WITH THE BLEED AREA ARE:
  - BUSINESS CARDS: 3.625" X 2.125"
  - STANDARD POSTCARDS: 5.625" X 4.375"
  - LETTERHEAD: 8.625" X 11.125"
  - TABLOID: 11.125" X 17.125"
  - LABELS: 2.125" X .725"
  - OVERSIZED POSTCARDS: 8.625" X 5.625"
  - LEGAL: 8.625" X 14.125"
4. REMEMBER, YOUR BLEED AREA WILL BE CUT OFF, SO DO NOT INCLUDE ANY TEXT OR IMPORTANT DESIGN ELEMENTS IN YOUR AREA.
5. FULL BLEEDS ARE PERMITTED AT NO ADDITIONAL CHARGE.
6. ALL COLORS NEED TO BE CREATED AND SAVED IN **CMYK PROCESS FORMAT**, UNLESS SPOT COLOR IS REQUIRED.
7. COLORS MAY VARY SLIGHTLY FROM THOSE THAT ARE VIEWED ON YOUR COMPUTER SCREEN.
8. **IF A FILE IS TEXT-ONLY, DO NOT USE ADOBE PHOTOSHOP FOR TEXT LAYOUT.**
9. **OUR ACCEPTED MAC FILE** (UP TO THIS LATEST VERSION) FORMATS ARE:
  - ADOBE PHOTOSHOP (7.0) IMAGES: (.PSD, .TIF/.TIFF, .EPS)- ALL FLATTENED, (.JPEG - BUT NOT TOTALLY RECOMMENDED)
  - ADOBE ACROBAT (5.0) DOCUMENT: (.PDF)- FONTS AND IMAGES SHOULD BE IMBEDDED
  - ADOBE ILLUSTRATOR (10.0): (.AI, .EPS - ALL TEXTS SHOULD BE CREATED INTO OUTLINES)
  - ADOBE PAGEMAKER (7.0)
  - FREEHAND (8.0): (.FH, .EPS - ALL TEXT SHOULD BE CONVERTED TO PATHS)
  - QUARKXPRESS (5.0)
10. **OUR ACCEPTED PC FILE** (UP TO THIS LATEST VERSION) FORMATS ARE:
  - ADOBE PHOTOSHOP (6.0) IMAGES: (.PSD, .TIF/.TIFF, .EPS)- ALL FLATTENED, (.JPEG - BUT NOT TOTALLY RECOMMENDED)
  - ADOBE ACROBAT (5.0) DOCUMENT: (.PDF)- FONTS AND IMAGES SHOULD BE IMBEDDED
  - ADOBE ILLUSTRATOR (10.0): (.AI, .EPS - ALL TEXTS SHOULD BE CREATED INTO OUTLINES)
  - ADOBE PAGEMAKER (7.0)
  - CORELDRAW (10.0): (.CDR, .EPS - ALL TEXT SHOULD BE CONVERTED TO PATHS)
  - MICROSOFT PUBLISHER (2000) (.PUB) - ONLY FOR DESIGNS NOT REQUIRING COLOR SEPARATIONS OR POSTERS
  - MICROSOFT WORD (2000) (.DOC) - ONLY FOR DESIGNS NOT REQUIRING COLOR SEPARATIONS OR POSTERS
  - MICROSOFT EXCEL (2000) (.XL) - ONLY FOR DESIGNS NOT REQUIRING COLOR SEPARATIONS OR POSTERS
  - MICROSOFT POWERPOINT (2000) (.PPT) - ONLY FOR DESIGNS NOT REQUIRING COLOR SEPARATIONS OR POSTERS
11. **INCLUDE ALL GRAPHIC FILES** USED IN CREATING YOUR DOCUMENT. (.EPS, .TIF/TIFF, .JPEG, .BMP, ETC)
12. **FONT SUBSTITUTION MAY OCCUR** WHEN FONTS HAVE BEEN USED THAT WE DO NOT HAVE ON OUR SYSTEMS. IF YOU HAVE USED UNUSUAL FONTS, YOU WILL NEED TO SEND/INCLUDE FONT FILES WITH YOUR DOCUMENT.
13. **FILES FOR FULL-COLOR PRINTING & POSTER OUTPUT** SHOULD BE SAVED IN AN ADOBE PROGRAM (ACROBAT, PHOTOSHOP, ILLUSTRATOR, PAGEMAKER). FILE FORMATS THAT ARE NEEDED WERE DESCRIBED IN #'S 9 & 10. FILES THAT ARE NOT IN AN ADOBE PROGRAM WILL BE CHARGED A MINIMUM OF 1/2 HOURLY RATE OF SET-UP DEPENDING ON THE COMPLEXITY OF THE FILE DURING THE CONVERSION PROCESS.