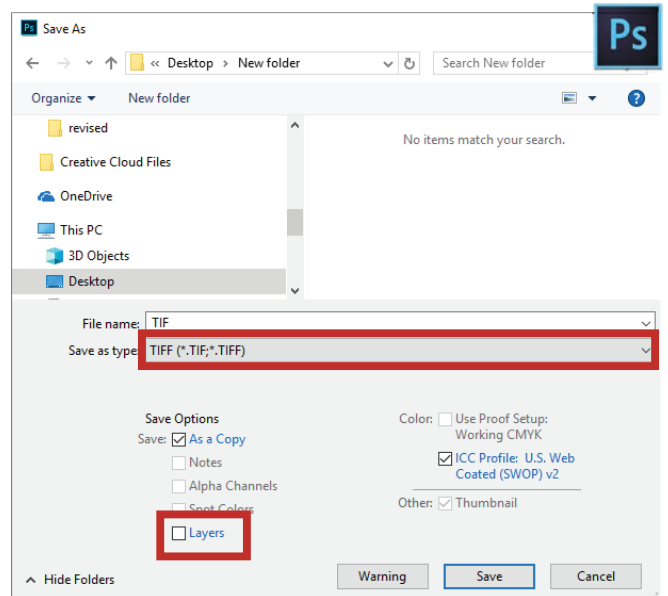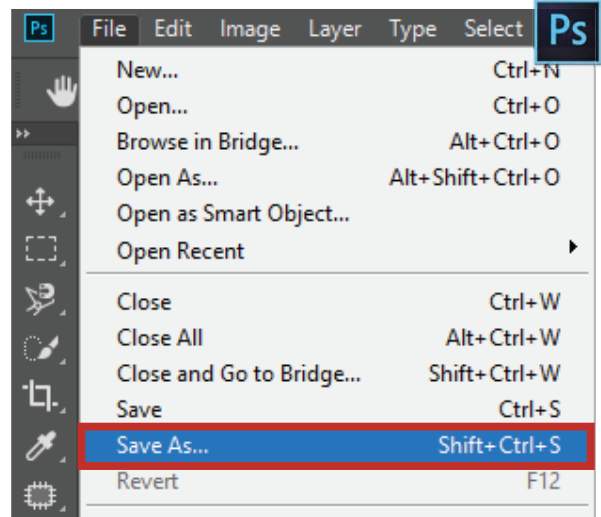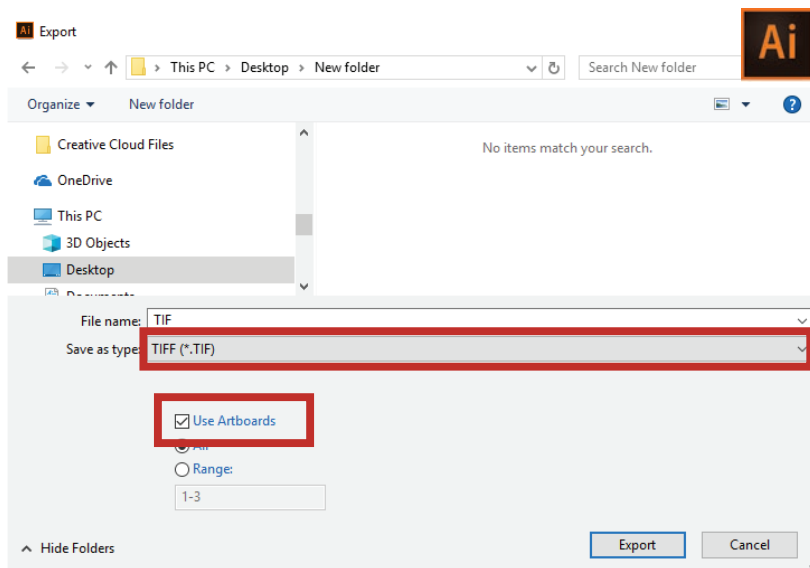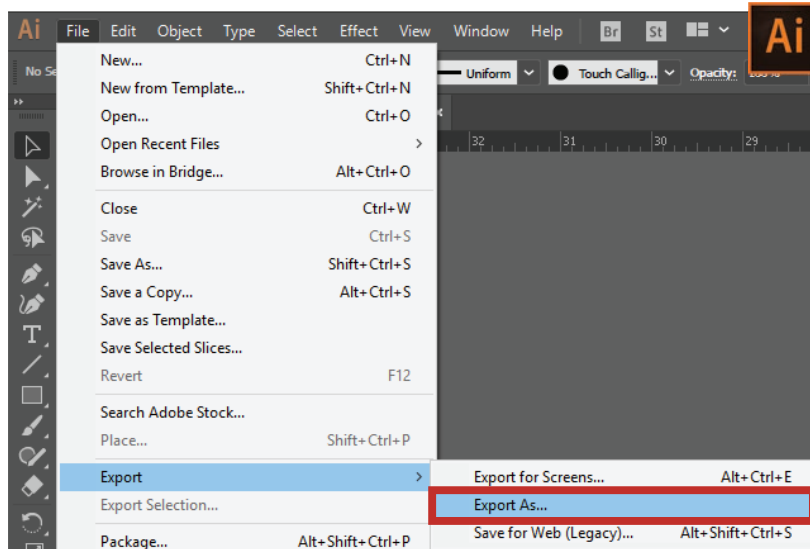# ART GUIDELINES & ASSISTANCE

ACCEPTABLE FILE FORMATS

Please upload high resolution Flattened Tiff Files.
Also, include a low resolution proof for content verification.

If you are not able to generate a High Quality Flattened Tiff, we do accept the following file formats:

Ps Photoshop .PSD (flatten all non-template layers)

Ai Illustrator .AI (Convert text to outlines, embed all images)

EPS .EPS (Convert text to outlines, embed all images)

PDF High Quality Print Ready PDF (Convert text to outlines, embed all images)
** please be advised that PDF files are not preferred due to the risk of postscript errors
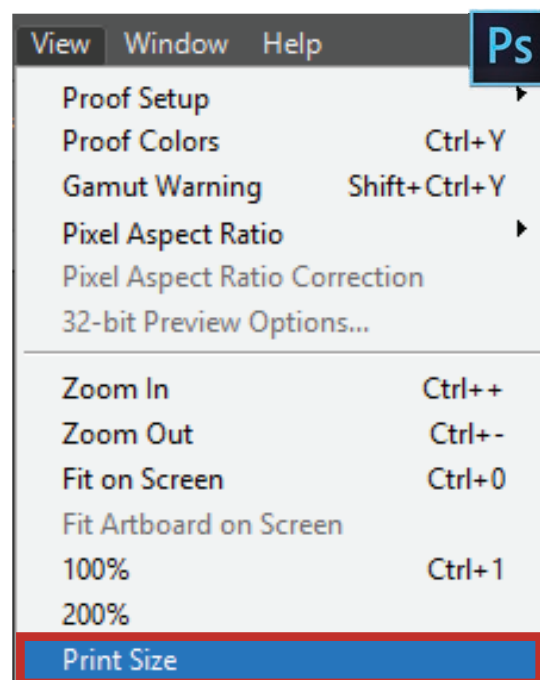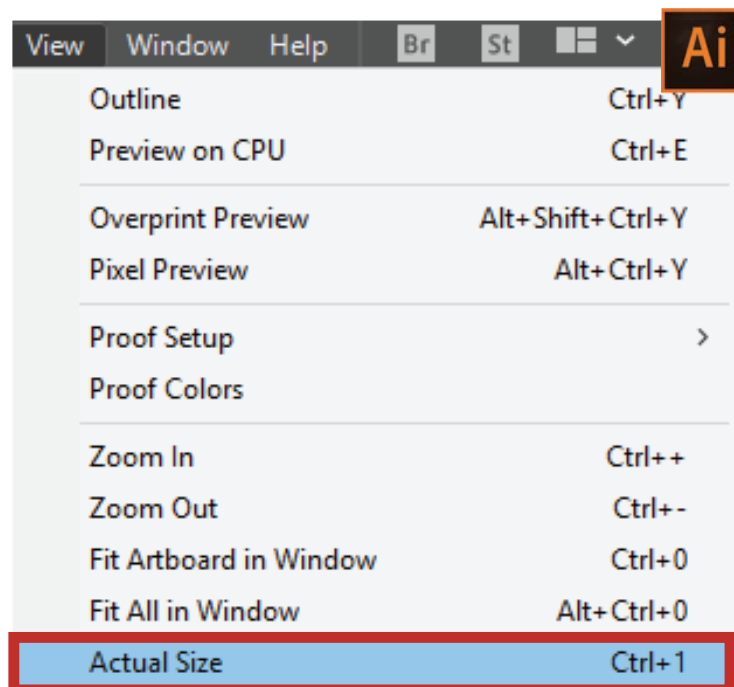
We do not accept any single file sizes over 1gb

RESOLUTION

We achieve the best results from your artwork, when your raster image resolution is between 72-300 DPI at final print size
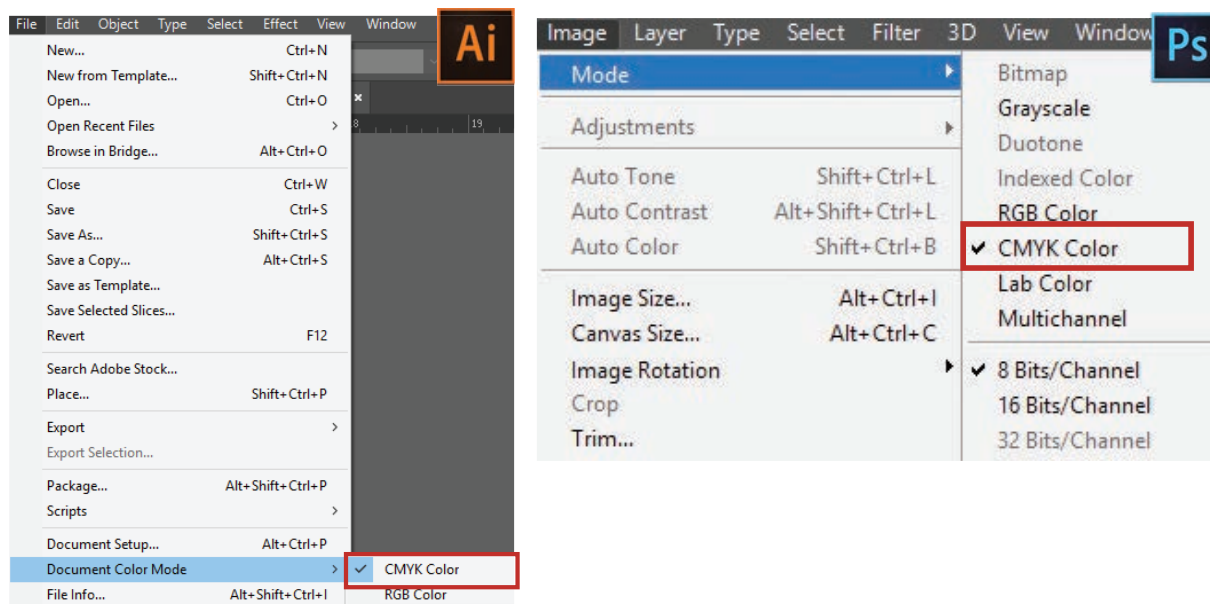
Always check your art file at full scale to view print quality

View at the appropriate percentage for scaled down art. (example: 50% scale = 200% view)
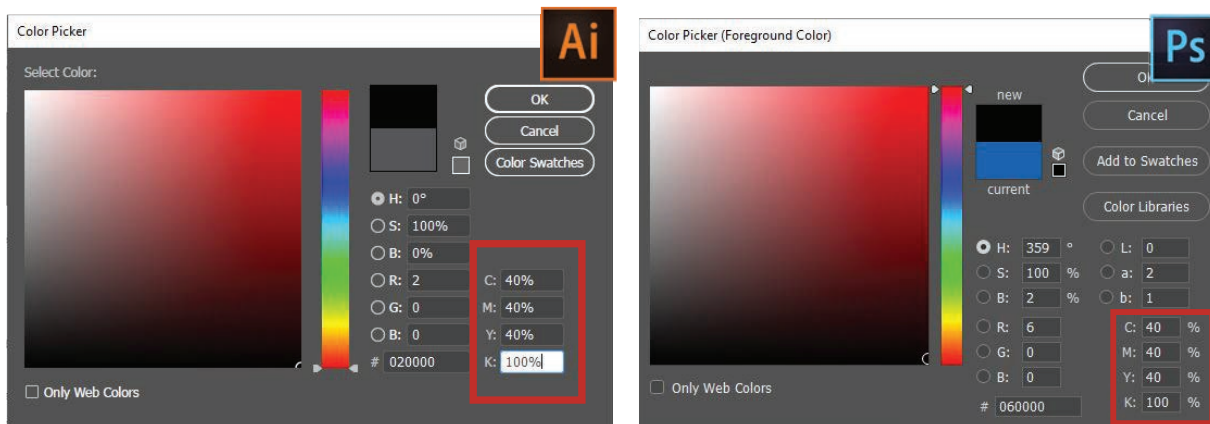
COLOR SPECIFICATIONS

All colors MUST be defined in CMYK.

For black fills please use rich black color build for best quality (C 40, M 40, Y 40, K 100).

Pantone Solid Coated and Solid Uncoated Color matching may be requested for an additional service fee; however, exact color matches may not always be possible. Digital proofs represent layout only and do not serve as color reference

HARD-PROOFS
11" x 17" proof prints are available for an additional service fee.
Please allow for additional production time when print proofs are required.
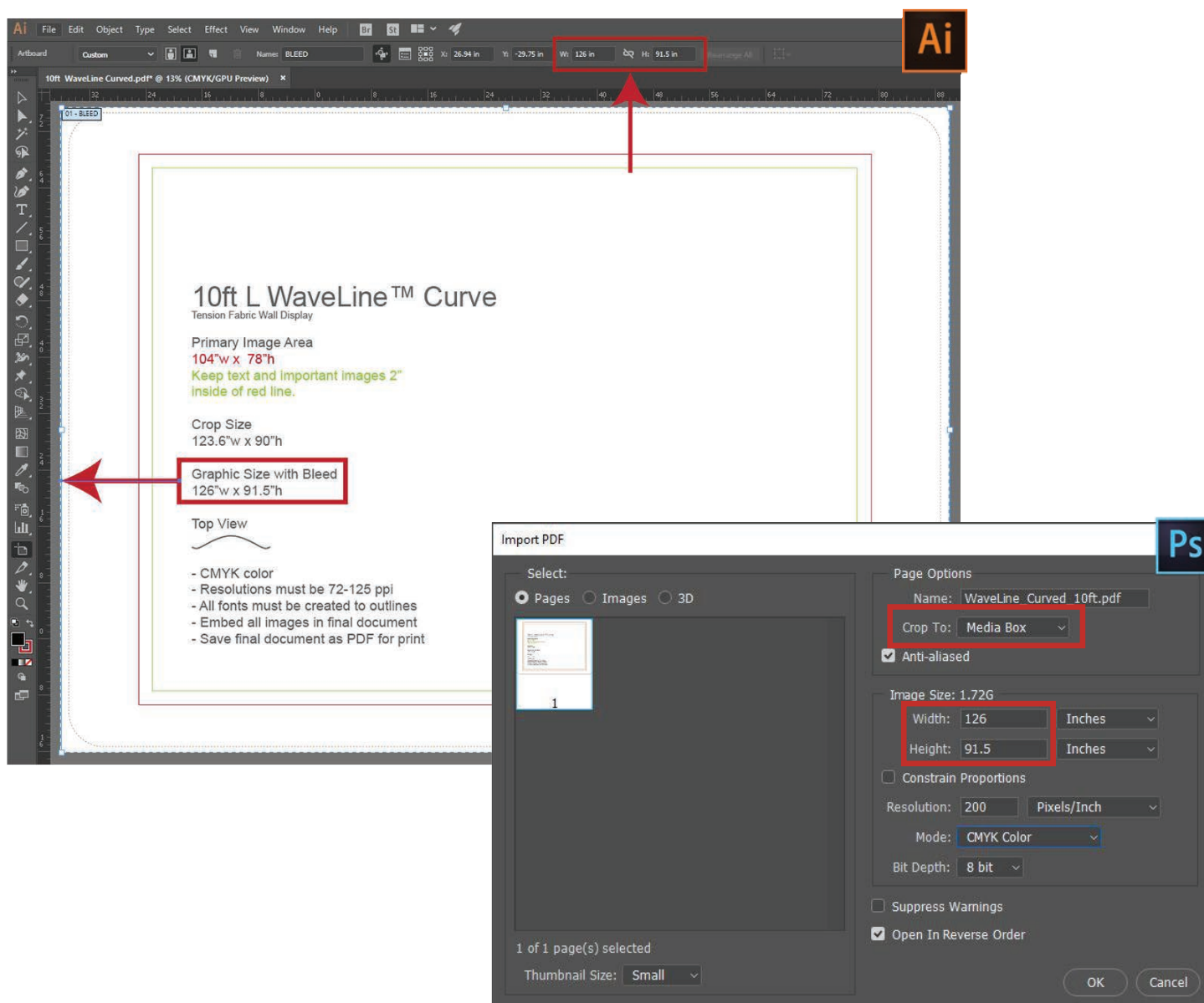
BLEED SPECIFICATIONS

When building your artwork, design your artwork to the bleed allowance specified on the template.
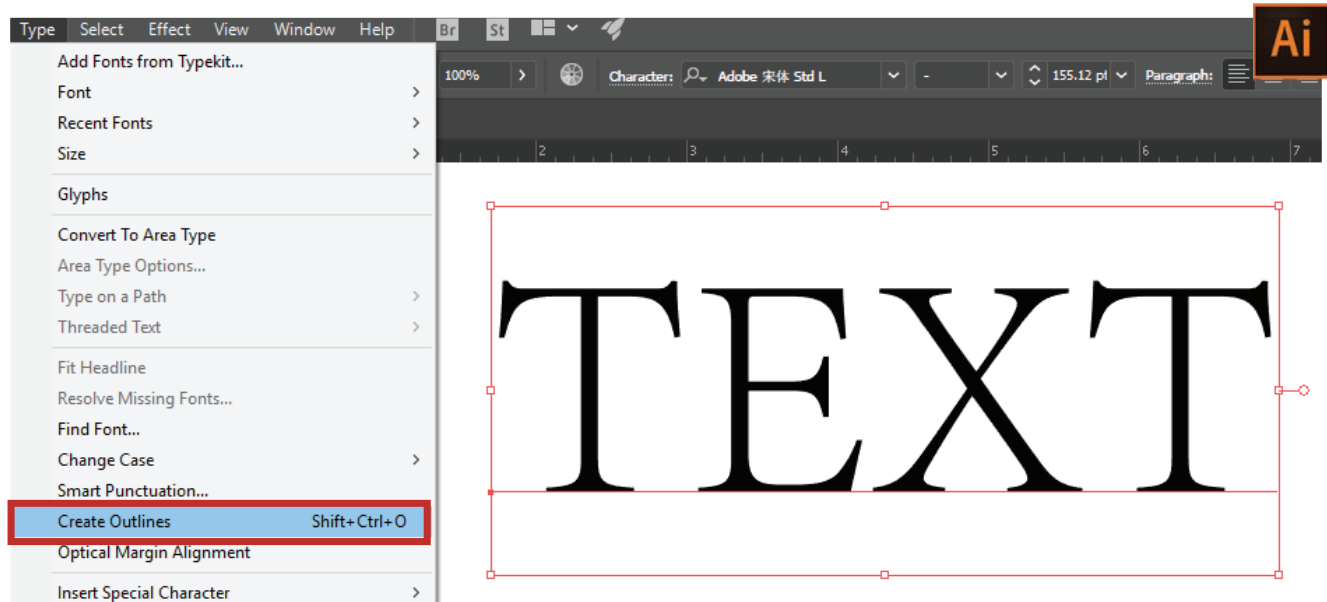
To ensure your graphic is set-up properly, download and use the correct graphic template provided, as there are "Safe Viewable Areas and Guides" on it to verify correct placement.

If you do not have a template, please request the most current template from your customer service representative.

CONVERTING TEXT TO OUTLINES

Always convert your text to outlines/objects

EMBEDDING IMAGES

Please embed all linked images