

## Artwork Specifications

We will strive to provide you with the highest quality product in a timely manner. Following these requirements will help us meet your deadlines and provide you with the best possible product.

Graphic Formats that we accept:

Layered EPS or TIF Files  
Native Adobe Photoshop  
Native Adobe Illustrator

Please provide a Hard Copy of your Artwork and submit via:

- CD
- DVD
- FTP (provide us with access to your FTP site or call our Art Department at x353 and we can supply a log in and password to our site).

Include Printouts of all submitted artwork.

Please indicate Pantone color usage or color builds as well as sizing and scale used on all printouts.

Be sure to include all placed images (EPS or TIF) used in your layouts. Embedding images will cause errors in production and therefore will not work for final production art.

Be sure to include all fonts files used in the creation of your layouts or simply convert your type to outlines to avoid any issues with missing typefaces.

All graphic files must be saved in RGB or CMYK color space or built as a Pantone color (for vector art).

For the best quality output possible, all logos and text should be built and supplied in vector format.

For all Raster Images, we require a maximum resolution of 55-75 dpi at final size. If you build your production files at a smaller scale, you will need to factor the scale in and increase the resolution accordingly.

(i.e. Half Scale = Double the resolution, Quarter Scale = Quadruple the resolution)