

Electronic File Guide



Check List

1 Essential Information:

☐ Accepted Programs:

- Mac QuarkXPress
- Mac FreeHand
- Mac Illustrator
- Mac InDesign
- Mac/IBM Photoshop
- IBM CorelDRAW
- Mac/IBM Pagemaker

Vector artwork (ie. artwork created using strokes and fills) is needed as it is easily editable and can be resized without compromising image clarity. All graphics that are not vector should be supplied at 600 dpi(optimum) or 300 dpi(minimum) and sized at 100%.

☐ Imported Artwork:

We need ALL your artwork! For instance: If you create a picture in Adobe Illustrator or scan one in Photoshop, and then use it in your QuarkXPress layout; save it as EPS and send it along. "Collect for Output" will do all this automatically. Quality Photoshop artwork should be created at 300 dpi minimum 600 dpi preferred.

☐ **Fonts:** We carry the Adobe & Corel Font Libraries. Either convert all text to paths and group OR send **all Screen and Printer** fonts used. If you use fonts other than those listed on the inside front page of our catalog, please send them. When we complete your order, we will remove them from our system.

☐ **Colors:** Spot color labels should be provided as a composite, not as separations, **NOT** in RGB or CMYK. Additional charges may occur if spot color separations have to be created from artwork that was sent in as CMYK or RGB. When assigning colors to your art and text, Please use Pantone® spot colors. Trapping will be done by Factory. 100% black solids overprint all colors. White should **NEVER** be set to overprint. If a white backup is needed on clear stocks, please be specific when indicating where the white is to be and whether or not it is to show on final label.

☐ Media & Accepted File Storage:

- E-mail • DVD • CD • ZIP • 3.5 Floppies
- FTP Transfer • Camera ready art (film or print)

☐ E-mail Requirements: (fax a copy of expected output)

PC files should be zipped and MAC files stuffed to preserve the original file extension, protect against file corruption and to dramatically reduce transmission time. Winzip and Stuffit utilities are available for download.

2 Flexographic Printing Specifications

- ☐ 1. Create your artwork within the size of the label, at 100% scaling and 600 dpi. (minimum 300 dpi)
- ☐ 2. Keep artwork 1/16" in from edge of label.
- ☐ 3. Extend bleeds 1/16" outside of the label.
- ☐ 4. Type must be at least 5 points. Reverse type must be bold, at least 7 points, and in a san serif font. Serif type may be used for reverse type 8 points or larger.
- ☐ 5. Minimum line rule - 0.5 point or .007 inches.
- ☐ 6. 2% minimum graduated screens. No graduations to 0%

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Include a copy of this completed form with your label order to prevent delays

Electronic File Checklist

4-color process??? Please complete a separate 4-Color Process Electronic File Form



Company Name _____

Contact: _____ Acct # _____

Address _____

City _____ State _____ Zip Code _____

Phone: area code () _____ - _____

File name: _____

We carry the latest versions of the following application programs
Please check all that apply

Mac/PC (IBM)

- ☐ QuarkXPress (include all graphics & fonts used)
- ☐ FreeHand (include all placed or linked images)
- ☐ Illustrator (black should be 100% black not a process mix.)
- ☐ InDesign (include all placed or linked images)
- ☐ PhotoShop (save files at a minimum of 300 dpi)
- ☐ CorelDRAW (PC only)
- ☐ Pagemaker (include all placed or linked images)
- ☐ EPS (Preferred!) ☐ ai ☐ tif ☐ jpg ☐ BMP
- ☐ Other _____
- ☐ PDF (Not recommended - we will only accept PDF files after we have verified that they are useable - we recommend EPS files instead)
- ☐ Camera Ready- ☐ film or ☐ print
(Film or print samples with screens are not recommended)
- ☐ Other _____

Nature of Order:

- ☐ New
- ☐ Reorder as before: previous invoice# _____
- ☐ Reorder with changes: previous invoice# _____
(Please provide new art and detailed description of changes)

Fonts enclosed: _____

----- IMPORTANT!!! -----

Enclose hard copy printout(s) of your product including a **composite** and **separations** where applicable.
Failure to include these items could result in a delay of your order!

- ☐ YES! I have enclosed a paper printout!
- ☐ YES! I have faxed a copy of the expected image output with my E-mail!
- ☐ YES! My files are provided as spot colors, not as four color process (avoid delays).

Customers should provide a jpeg, PDF or gif file to be used as their "Customer Supplied Electronic File Printout". If not provided, they can fax a printout of their expected image output as long as the fax is clear and legible. If the fax is too difficult to make out, the factory may suggest sending out a proof. Extensive reworking such as trapping, separations, or other fixes will be billed at \$15 per 15 minute increment with advance notice, when possible, and customer pre-approval.

America's Source for Labels & Stickers

➔ **Important:** Fax or send this completed Electronic File Guide with Order Form or P.O. ➔

4-Color Process Electronic File Form

(Include this completed form with your order to prevent delays)

For best results we prefer :

MAC/PC - The electronic artwork created in the original application program including all supporting graphic files and fonts are required. Please provide a jpeg, PDF or gif file along with your electronic art showing your expected image output. Vector artwork (with type converted to outlines) is needed if resizing is required. All graphics that are not vector should be supplied at 600 dpi(optimum) or 300 dpi(minimum) and sized at 100%.

Applications we accept (Please check application(s) provided):

MAC - (We carry the latest versions of the following application programs).

- ☐ Quark XPress- Include all graphics and fonts (screen and printer).
- ☐ Freehand- Include all placed or linked images.
- ☐ Illustrator- Black text should be 100% Black not a Rich Black (CMYK process build).
- ☐ Indesign- Black text should be 100% Black not a Rich Black.
- ☐ Photoshop- Create files @ 300 dpi minimum (600 dpi preferred). Save color files in CMYK mode.
- ☐ Pagemaker- Include all linked graphics and fonts.

PC - (We carry the latest version of the following application programs).

- ☐ CorelDRAW (preferred application). Include all fonts
- ☐ Pagemaker- Include all linked graphics and fonts.

Include all screen and printer fonts with each file if they are not part of the Adobe or Corel Font Libraries. If you are sending in files that are created in PC versions of Quark, Freehand or Illustrator you MUST include all fonts used.

We also accept the following file formats (Check if applicable):

☐ EPS's (preferred) ☐ TIFFS ☐ JPEG'S. Save as CMYK format not RGB, with a minimum dpi of 300 (actual size), preferably 600 dpi

*Low resolution images (created below minimum 300 dpi) will not meet out minimum resolution requirement even if you increase its dpi setting before saving. The original image must be scanned or created at a minumum of 300 dpi then saved (actual size).

Media Accepted:

☐ E-mail (stuffed or zipped) ☐ DVD ☐ CD Rom ☐ Zip (100mg) ☐ 3.5" floppies

A color printout must be submitted with all E-mailed, DVD, CD or Disk files.

PDF Files:

We will only accept PDF files after we have verified that they are usable. Black text must be black only. Fonts should be converted to outlines where possible, otherwise they should be embedded into the PDF and included in their own folder all colors should be in CMYK, 1/16" bleed should be created (where needed) & the artwork should be centered on the page. PDF Files have limitations when it comes to the output of color separated plates and are not generally recommended because of the various options available when saving your file.

Spot Colors:

Spot colors: Should your job require spot color(s) due to heavy solid singular ink coverage, additional spot color cost(s) will incur. You will be notified if an additional charge applies.

Other very important prepress/art setup information (Please checkoff ☒):

- ☐ All artwork should be sized at 100%. (300 dpi minimum from original image, 600 dpi preferred).
- ☐ Electronic art requires 1/16" bleed on each side when ink extends beyond the die line.
- ☐ The preferred minimum dot requirement is 2%. Contact factory about graduations to zero.
- ☐ Convert colors to CMYK, not RGB.
- ☐ The minimum ruled line we can print is .5pts.
- ☐ Always select the color "Black" to overprint.
- ☐ NEVER set the color "White" to overprint.
- ☐ Clear stocks- If a white backup is necessary, please be specific when indicating where it backs up and if it is to show on final label.
- ☐ DO NOT send us original electronic artwork. The disk or file should be a copy of the original. If they are lost or damaged during transport, another copy can be made from your original.
- ☐ We prefer a color printout of your artwork. If e-mailing, stuff or zip your files.

File Name or Description of order:

From e-mail address (if applicable):

Your Acct.#or phone #

Artwork Manipulation Service: Extensive touch-ups, fixes or changes billed at \$15.00 per 15 minute increment. We will advise you of such costs before proceeding. Changes to 4-color process jobs result in a minimum \$45.00 change cost.

✓ Include this completed form with your 4-color process order form or P.O. to prevent delays.

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