

# Art Specs

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## Accepted Programs

Illustrator CS5 or lower  
Photoshop CS5 or lower  
InDesign CS5 or lower

## Accepted Media

CD's  
DVD ROMs  
FTP Options are available  
Original Artwork

## Illustrator

Line art created in Illustrator or Freehand is infinitely scalable as long as flatness of lines are set at zero.  
Convert all text to outlines.  
Include font (open type preferred) if text changes will be needed.  
Leave files layered. Do not flatten if color correction or manipulation is going to be needed.

## Photoshop Files

Image files should be supplied as CMYK and layered.  
All image files should be .psd, .eps or .tif files.  
100 ppi minimum resolution is required at full output size. If this is unattainable please call for consultation.  
For better resolution 150-300 ppi is needed. Typically used for close up viewing.  
Transparencies or glossy photographs can be scanned. Please keep in mind that the quality you start with is important.

## Disk Content Checklist

- Main layout file.
- Please note scale of artwork.
- Include all fonts used.
- All spot colors defined as PMS colors. CMYK or self-named color will be printed as-is, or may need to be corrected.

## Additional Info

Please include a printout of assembled artwork or email a PDF.  
Please include final output size of art. If it's not created to scale, include scale as well.  
FPO's (For Position Only) are acceptable as long as high resolution files, transparencies or glossy photographs are provided.  
If images are embedded, please include source files.  
Low resolution web graphics can not be used such as GIFs (.gif), some JPEGs (.jpg), or bitmaps (.bmp).  
All PMS colors may not be matched exactly due to limitation of inks and color gamut.  
Please include trim marks or die lines if it is to be shape cut.



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GRAPHICS

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