



2008 ARTWORK SPECIFICATIONS

We are able to open native files from PC or MAC versions of the following programs:

Adobe Photoshop CS3 or older

Adobe Illustrator CS3 or older

Adobe Acrobat 7.0 or older

PREFERRED FILE TYPES: TIF, EPS, PSD, PDF (Acrobat 7.0 or older). PDF's should be created under the 'Print Quality' setting for output. All layers should be flattened.

CYMK COLOR MODE: Be sure **all** files are **CYMK** mode, not RGB. Pantone colors will be converted to CYMK. RGB files will not be accepted and conversion of RGB to CYMK can cause output color to change.

RESOLUTION: For an image to print properly, the image must be at least **300** dots per inch (dpi) at the final output size. **DO NOT** change a low resolution image to a higher one by increasing the dpi in your imaging program. This only makes a low resolution file larger and does increase the dpi or print quality.

OUTLINE & EMBED FONTS: Outline and embed all fonts -- this will eliminate sending the incorrect fonts as well as conversion problems in the printing process. If we have to substitute fonts, we cannot guarantee they will look as you had intended.

RICH BLACK: Please use the following 4-color separations to create a rich black (just 100% black will not be a nice solid black): Black100, Cyan 40, M 40, Y 40. Only black type should be 100% black.

BLEEDS: Any time a full page ad requires full bleed, it must have a ¼ bleed on the supplied image in order to fully cover the printed page.

COMPRESSION: Do not use LZE COMPRESSION when saving TIF files. This could cause issues when printing and will affect image quality.

* If submitting a text file with design instructions or examples, please submit as:

Microsoft Word DOC file or as a **plain text** TXT document.