



Art Specifications for Printing Graphics

1/14/08

- File Formats:** Raster art files are preferred in tif, psd or eps format.
Vector art is preferred in eps or ai format if possible.
Vector art is preferred for logos and copy.
- Disk Media:** CD or DVD disks are preferred.
- Electronic Files:** Attachments under 10 Meg may be sent by email.
Larger files may be placed on our FTP site, or yours.
Contact us for a folder and password.
- Fonts:** All fonts used in vector art must be converted to outlines or included.
PC True Type fonts must be converted to outlines.
- Images:** Raster art files should be sized to 150 to 300 PPI at final print size.
Placed files must be imbedded or included.
- Layout:** Make sure the graphic file is proportional to the finished piece.
Bleeds, trim marks, overlaps, fold overs etc. should be included if needed.
A printed or PDF comp including dimensions, specific color requirements, etc. should accompany art.

*Essentially, if art can be checked and printed without problems or modification, it will be considered print-ready. If work is required to prepare or modify the files there will be additional charges billed at \$95. per hour.

Please Note: For digital color printing we can not guarantee perfect matches for all spot colors. Critical color matching may entail additional production time, art charges, and/or press checks.

If you have any questions please contact Graphics Department at
UPC 608-222-5658 1-800-859-7442