



Guideline For Preparation Of Electronic Artwork

Templates:

After we receive your purchase order, we will send you a template (dieline) to use to prepare your art. This template will be sent in EPS format. We will also send you a blank die-cut sample of the product you have ordered to sign and send back.

In your art file set the template (dieline) as a **seperate layer**, because the dieline itself will not print. (Please do not flatten dieline into the images) Always provide **1/8 minimum** bleed.

Note - the dieline is OUTSIDE view. Also, the template will be to scale, please do not modify it in any way.

Acceptable Software:

Adobe Illustrator, Photoshop, and Indesign. **We prefer that the art be created in Illustrator.** We will not accept corel draw or quark. We work on a MAC platform.

Images:

4 color images should be in CMYK color at **minimum 300 dpi** at 100% size. If your art contains images and/or links, please **embed them or provide the files with your art.**

Fonts:

Convert your fonts to **outlines or provide the font files with your art.** **If fonts are black, please make them 100% black only, not 4 color black.**

Colors:

Please set up colors accordingly. If you are printing in process, do not keep your spot color swatches as spot colors, double click them and convert to process. If you want to print black as rich black use C-60% M-40% Y-40% K-100%. Do not set your text as rich black. All black text 100% black only. If you chose a PMS color, but are printing in process then the PMS may not match exactly, that is the reason for a PMS. This is because instead of having one ink already mixed, you are now mixing four inks on press.

Spot UV, Embossing, and Foil:

These features need to be vector. Please set them up each in their own layer on top of the artwork and under the dielines. If you only have spot UV then your layers would be dielines, spot uv, and artwork. If you have all three special features there would be 5 layers.

Options To Deliver Art Include:

E-mail appropriately sized artwork (please stuff or zip large files). You may also use our FTP site to upload (Call for access info). If neither of these options work for you, you can submit a cd or flash drive.

Proof:

A full-sized digital CMYK proof will be provided to you to sign and return before going to print.

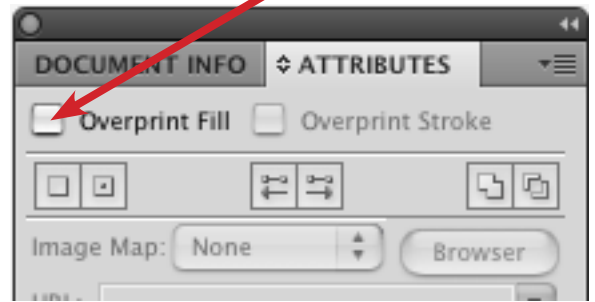
*****Please note-if your order has a barcode, we do not take liability if it does not work.**

Once sample and proof are **signed and returned**, production will begin.

Common Errors to Lookout for

Overprint and White:

If you set white to overprint then it will not print. Overprint means that after everything is printed, that will be printed over it. White is not printed, it is knocked out, since the paper itself is white. So, when you set white to overprint, it just never gets printed. To fix this, select anything set to overprint and open your attributes window (window>attributes). Then deselect the overprint checkbox and that is it.

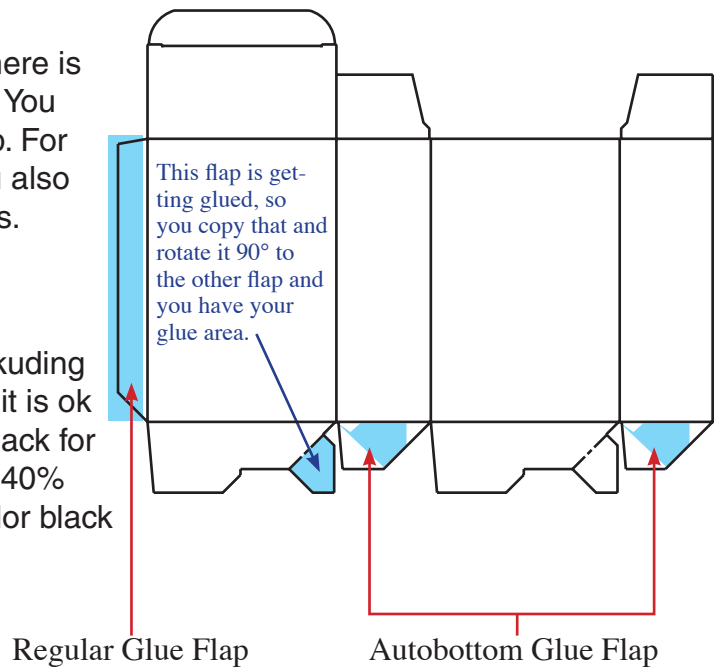


Glue Flaps:

Glueflaps require knockout for gluing purposes. If there is ink on the glue flaps, the glue will not stick properly. You should bleed your artwork only 1/8" into the glue flap. For autobottoms this gets a bit more tricky because you also need to think about the glue on the autobottom flaps.

100% Black vs. 4 Color Black:

Anything black should only be 100% black only, including barcodes. If you have a large solid black area, then it is ok to use a 4 color black. If you are going to use rich black for a large solid, then it should be Cyan-60% Magenta-40% Yellow-40% Black-100%. If your barcodes are 4 color black they will not scan properly.



Front Panel and Back Panel:

To determine which panel is the front panel, check the glue flap. The panel that is not touching the glue flap is the front panel. This is because if you put your front panel artwork on the panel next to the glue flap, then you will see the glue seam while looking at the front of your box.

Autobottoms:

Printing on the bottom of an autobottom is kinda of tricky. Here is an illustration of what the bottom looks like folded up. Not everything shows. You must be careful if you are planning on having information here.

