

# Electronic File Preparation Guidelines

## Supported Applications

All digital artwork should be submitted using one of the following applications:

Adobe Creative Suite CS4

QuarkXPress

Adobe Acrobat (High Resolution PDF) with Crop Marks and Bleeds

If you are unable to use one of the above, please see the note below regarding other formats.

Files should be sized to the final page size of the project. Be sure properly configure the file for spot or process color and include the supporting documents shown below.

## Supporting Documents

All supporting documents should be provided as follows:

### Vector Art

Vector art files should be saved as encapsulated postscript (.EPS) files. Any embedded fonts should be converted to paths and any embedded bitmap files should be CMYK. Be sure to reference correct Pantone colors in your file for spot color jobs.

### Bitmapped Art

Bitmapped art files should be saved as .TIF or Photoshop .EPS files and may use LZW compression. Be sure to provide CMYK or Grayscale images. Duotones should reference the correct spot color. Avoid .JPG, .BMP, .GIF, .WMF, and .PICT files.

### Fonts

Adobe Type I or TrueType fonts may be used (Adobe Type I fonts are recommended). Be sure to included both screen and printer fonts. Avoid Multiple Master fonts. Also remember that fonts embedded in .EPS files must be converted to paths.

### Other File Formats

There are literally hundreds of other applications which may be used to create digital artwork. Because we cannot be experts at every application available, we have chosen the five listed above which are recognized by graphic professionals to be the most reliable and universal. We will of course attempt to support any files that you provide, but please be advised that additional charges may apply.