

GUIDELINES FOR SUPPLYING ARTWORK (OFFSET PRINTING)

GENERAL REQUIREMENTS:

- EPS or TIFF
- All colors must be process CMYK breakdowns not RGB.
- Black type must be set at 100% black, not a CMYK mix(0%C, 0%M, 0%Y).
- Black type must be set at overprint.
- Resolution: 300dpi at 100% actual size
- Photos and fonts must be embedded.

ACCEPTABLE FILE FORMATS:

- Quark Xpress (Version 6 or lower)
- Adobe Illustrator EPS (CS3) Convert all fonts to outlines or provide font.
- Adobe Photoshop 6.0 TIFF Use CMYK or gray scale mode.
EPS files only, do not use JPEG encoding.
- Adobe Acrobat PDF High-res with fonts embedded.
- InDesign
- Compressed file (.sit / .sea / .rar / .zip)

A FEE MAY BE CHARGED TO ADJUST FILES CREATED FROM THE FOLLOWING PROGRAMS:

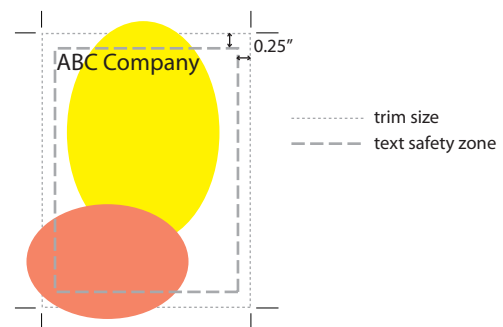
- Microsoft Word (.doc)
- Microsoft Excel (.xls)
- Microsoft Powerpoint (.ppt)
- QuarkXpress (.qxd)

BLEEDS:

- In general: minimum of 0.25"
- For books with 48 pages+: minimum of 0.5"
- Text safety zone: 0.25" away from trim
- Crop marks and crease lines must be shown.

IMPORTANT MATERIALS TO INCLUDE:

- All related items (e.g. logos, photos, fonts)
- Color laser proof and/or mock-up sample
- Pantone number, if applicable



FOR FURTHER ASSISTANCE, PLEASE CONTACT **JESSICA** AT EXT.225