

## **GUIDELINES FOR SUPPLYING ARTWORK (WEB PRINTING)**

### **GENERAL REQUIREMENTS:**

- PDF ONLY
- All colors must be process CMYK breakdowns not RGB.
- Black type must be set at 100% black, not a CMYK mix.
- Black type must be set at overprint.
- Resolution: 300dpi at 100% actual size

### **ACCEPTABLE FILE FORMATS:**

- QuarkXpress (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)
- Publisher (.pub)
- Pagemaker (.pm)
- Chinese QuarkXpress (.qxd)

### **MARGIN IN GENERAL**

- Minimum of 0.5" each side from image size  
eg. 11.5" x 17" (finished size)

### **BLEEDS (FOR NEWSPRINT MAGAZINE ONLY):**

- For books with 48 pages+: minimum of 0.5"
- Space between contents and trim line: 0.5"
- 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 DON EXT. 231**