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ART SUBMISSION GUIDELINES

To get your product to us, we would like you to please follow a few basic guidelines.

Artwork created in PC format is preferred. We can convert Mac files if necessary, but working in PC format is preferred.

Send all logos in computer/ digital format. We prefer vector art over art “slicks”. We can recreate almost any art you provide. If modifications are to be made to non-vectorized artwork, time considerations and additional fees will be applied.

We request that the artwork be in PMS, CMYK or RGB formats. If at all possible provide PMS colors for the best possible color match. If you have the CMYK or RGB equivalents for the PMS colors please provide them also.

The artwork should be provided in CorelDRAW (.cdr), Illustrator (.ai), Photoshop (.psd) or in a convertible format from these selections. Realize that the more the artwork needs to be converted, the longer the time required and also the greater chances of change and/ or error in the image/ format itself.

Scanned images should be at 300dpi or higher at ¼ scale. If your image is small and is to be enlarged dramatically, consider a higher scanning resolution. These images should be provided in .EPS, .TIFF or .JPG format. We can work with a selection of others but these are the best for us to manage. Images, transparencies or slides for scanning are also acceptable. If your art department is supplying an image in a Photoshop format with layers, please provide a copy of the file without Alpha Channels.

Please include all fonts with your electronic files if we will need them, or if working in Illustrator, convert them to outlines.

Always provide a hard copy of your art file for our reference.

Make sure you include all image files that have been placed in your document.

We can accept art files saved on the following media: DVD, CD, floppy disk or you can E-mail your art files directly to us.

If your organization has specific graphic and logo guidelines, please provide us with a copy of your corporate style guide.

If you have any special requirements or requests, please feel free to contact us, we will be happy to assist you with your project.

“YOUR IMAGE IS OUR IMAGE”