

Artwork Design Specifications

Applications (MAC or PC)

QuarkXpress	Macromedia Freehand
Adobe Pagemaker	Adobe Photoshop
Adobe Illustrator	Corel Draw

Media Formats

CD-R/CD-4W
800K or 1.4 MB diskette
100MB ZIP cartridge

Scanned Image Resolution

Any bitmapped images contained in the file should be at a scanned resolution a 1.5 to 2 times the printed line screen ruling. In the case of offset printing, this would be 400 dpi.

Artwork Proof

A composite laser proof is required with all submitted jobs. For multicolor printing, a separated laser proof showing the position of each color is also required.

Linked Images & Fonts

Include copies of all screen AND printer fonts and linked graphics used in your documents. Embedded images may cause problems with final film output, so original linked images are required. Check all graphics to make sure they are in accordance with the color printed. For example, if printing a 4-color photo, make sure the file is set to CMYK instead of RGB. If printing spot colors, make sure the color settings are for spot and not CMYK build.

PostScript Files

Sending PostScript files is not recommended. If it is necessary to send a PostScript file, include the original native files in case there is a problem and remember PostScript files can not be edited (corrections to line screen, trapping, and type cannot be made).

Pre-flighting

Pre-flighting will be done on all printing work. Mistakes that can hold up production include incorrect bleed, perf and trim inconsistencies, software application incompatibilities, missing fonts, improper image resolution, or improperly specified colors.

Color Proofs

If the file is 4-color process and critical color match is necessary, we require that you allow us to send you a halftone contract proof (i.e. matchprint, waterproof, etc.) so that you can confirm and approve color accuracy. If the file contains Pantone spot colors, we recommend that you allow us to send a digital color proof for your approval that will show color breaks and position of colors. **It is important to note that customer supplied laser color proofs cannot be used to confirm color accuracy.** A halftone contract proof, which is produced from actual imaged film, is the only way to confirm correct colors, as they will appear on printed materials.

Uploading Large Files

To upload large files, go to: <https://www.nitschkeEnterprises@sharefile.com>

Enter billsummerday@gmail.com as email address.

Password is dakota

Send email notification to us at Barbara@goodwillcommunications.com when files have been uploaded.

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