

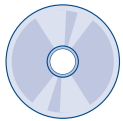
ARTWORK SPECIFICATION SHEET

In order for us to make the most of your artwork it is of great advantage if the files we receive are of a certain standard and meet specific minimum requirements.

What formats can I supply my artwork in?

Ensure that all media is clearly labelled with client details and provide a hard copy in composite and colour separations.
Please make sure that all files are MAC compatible.

WE ONLY ACCEPT ARTWORK IN THE FOLLOWING FORMATS



Optical Disc

CDR, CDRW, DVDR or DVDRW



Email (max file size 5mb - can be zipped to reduce file size)

tmcgrath@kingswayprinters.com / gcolbeck@kingswayprinters.com

Also Please ensure the following:

All files are clearly labelled and in clearly labelled folders.

All files should include a PDF of the file and details of colours and tints.

Imported images should be included and **all** fonts should be sent complete in an individual folder for each font.

What kind of artwork files can I supply?

WE ONLY ACCEPT FILES OF THE FOLLOWING FORMATS

QuarkXpress 6.5 or lower

Adobe Illustrator CS3 or lower

Adobe Photoshop CS2 or lower

Adobe Acrobat PDF (Only if fonts have been embedded)

Generic EPS or TIFF files

Quark and Illustrator files should be accompanied by all the images (still layered) used as well as all fonts unless they are converted to paths or outlines.

Further considerations for you artwork.

In order to achieve optimum results from your artwork:

Screen tints (also called fill pattern, screen tone, shading, tint and tone, must be no finer than 133 lines per inch, and go no lower than 2% screen value.

Text should be no less than 5.5pt in height.

Documents with bled edges must be bled off 2mm.

There should be sufficient gripping/trapping between colours of 0.6pt on all documents.

If including images, then scaling, rotation etc should be applied in photoshop before importing to Illustrator or QuarkXpress.

If you scan material for your artwork please scan at 300dpi minimum and save in TIFF/EPS/JPEG format.

What if I need help or advice?

Please feel free to contact our art studio on **01472 211122** if you have any questions.