

2008 Preflight Checklist / Artwork Requirements

Preflight Checklist

PAGE LAYOUT:

- Use proper item template. Size and layout must be correct for item ordered.
- Send files in their native application. (Use accepted programs in list at right.)
- Save final artwork in program format (editable) **not as PDF or PostScript.**
- Define PMS colors as **spot** in graphic & page layout programs.

FONTS:

- Include printer & screen fonts.
- Use actual font from list – **not styles or attributes.**
- Convert all **type** in Illustrator to outlines.
- Use a minimum of .25 rule weight. Do not use “hairline” rules.

COLOR ISSUES:

- Four color process, large black areas: add 40% cyan to 100% black. Do not use 100% of all four process colors.
- Save graphic files in **.EPS** or **.TIFF** format. Do not use PICT, JPEG, or GIF.
- Process graphics **must be in CMYK – NOT RGB.**

IMAGE CONSIDERATIONS:

- Include embedded or linked images.
- Photo image resolution: 300 dpi for grayscale & CMYK images. **No 72 dpi web images.**
- Line art / logo scan resolution: 1200 dpi for bitmap line art.
- Clipping paths should be created in Photoshop. Clip into image one full pixel.
- Place all scans / images at 100% or smaller; do not enlarge scans / images in layout.
- Rotate, scale and crop all images before placing on page.
- Proofread your files. Test print your files; including separations. **We are not responsible for errors in supplied files.** There are additional charges to correct or alter files.

SENDING YOUR FILES:

- Email files smaller than 5MB. Contact us to send larger files via FTP.
- Include your P.O. # and job name in the subject line so we can match it to your order.
- Send a .PDF file of the project to be used as a hard copy.
- Compress files with Stuffit (MAC) or WinZip (PC) before sending.

*CD / DVD media can be sent to our street address.

WHAT TO DO

Catalog items MUST be set up using the design template for the item ordered.

Acceptable Programs:

- QuarkXPress
- InDesign
- Illustrator
- Photoshop

Our system is Mac OSX based. We also accept PC files for programs listed above, and CorelDraw.

Do Not Send:

- Any Microsoft Program (including Publisher, Powerpoint, Word)
- PageMaker files can be problematic. Use an alternative program.

Send ALL parts of file:

- document / layout file(s)
- fonts (screen & printer)
- graphics (embedded & linked images)
- .tif photos / scans
- .eps files

Printing – Artwork Note:

- Spot colors for PMS printing
- CMYK for process printing
- Do not use RGB

Foil Stamp and Emboss – Artwork Note:

- Supply as vector (outline /.EPS) art
- Convert all type to outlines
- Avoid fine-line, intricate detail & screens.

Hard copy for verification of file output:

- submit lasers (fax or mail) or send .PDF





2008 Order Form

standard trade practice of +/- 10% applies

• CONTACT INFORMATION

Company Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____
Purchase Order # _____
Estimate # _____ Price _____

• PAYMENT OPTIONS

Bill Open Account # _____
 Check Enclosed
 Bill My     code _____
_____-_____-_____-_____
Cardholder's Name _____
Address _____
City _____ State _____ Zip _____
Expiration Date ____/____/____

• ART SPECIFICATIONS

Exact Repeat? No Yes Previous Job # _____
Item _____ Quantity _____
Stock (type, weight, color) _____
Proof? No Fax or .PDF _____ Color Digital
(Fax # / Email Address)
 Disk enclosed
 Art emailed (label so we can match to your order)
 Art sent to FTP site (label so we can match to your order)

• INK (First side includes front and back covers, pockets, reinforced edges & reinforced panels.)

PMS Color(s) 1st side _____
 Four Color Process 1st side
 PMS Color(s) 2nd side _____
 Four Color Process 2nd side

• COATING

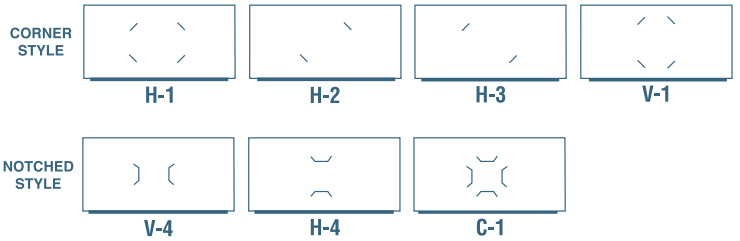
1st side Gloss AQ Gloss LAM Gloss UV
2nd side Gloss AQ Gloss LAM Gloss UV
 Other (describe) _____

• FOIL & EMBOSS

Emboss
 Foil Color(s) _____
 Standard Blind Emboss Heading _____

• POCKET OPTIONS (See page 16 of color catalog for available options.)

Yes card slots/slits wanted (see below) No card slots/slits wanted



List card slot code or describe other pocket option:

Right pkt. _____
 Left pkt. _____
 Center pkt. _____

• RING MECHANISMS (Binders Only)

Plastic Metal 1/2" 3/4" 1"

• MYLAR TABS (Tab area is typeset FREE in Helvetica Bold.)

Number of sets _____ Tabs per set _____
Stock 90 lb. white index other _____
Size 11" x 8 1/2" + 1/2" tab other _____
Punching 2 hole 3 hole other _____
Tab Color Clear One color Multiple color
Ink Color Black (std.) PMS # _____
Print both sides of tab? Yes Front only
Collate? No Yes (additional charge)

• OTHER OPTIONS

Plastic Binding Strips Black White Brown
 Spine Attachments White Matching
 Bandos Black White
 Velcro Black White
 Handles Black White
 Foam CD Button Black White

• SHIP TO (NO P.O. BOXES) Note: Charges will be billed for incorrect "Ship to" or zip code.

Company Name _____
Attention _____
Address _____
City _____ State _____ Zip _____
Ship Date Requested ____/____/____ Event Date ____/____/____
Method Best Way Other (List) _____
Dealer ship notice email _____

AUTHORIZED SIGNATURE (required) _____

Please copy this form.