Instructions for sending Mac & PC electronic art

Acceptable media:
- CD-Rom
- Flash Drives
- E-mail attachments (under 2 Megabytes)

Acceptable file formats:

Images (raster images)
Adobe Photoshop (and similar programs)
- Resolution for colour images should be at least 300 dpi.
- Resolution for black and white bitmaps should be at least 1200 dpi.
- Convert colour mode to CMYK
- Save file as .PSD, .TIF, JPG, or .EPS
- Include a PDF proof or printed hard copy

Adobe Acrobat
- Save file as .pdf (300 dpi or higher resolution)
- Include a PDF proof or printed hard copy

Logos (vector images)
Adobe Illustrator
- Use spot colours (PMS colours) or grayscale (b & w), no CMYK
- Include any "placed" images, do not embed images
- Create "outlines" on all text or send fonts used
- Save file as .ai or .eps
- Include a PDF proof or printed hard copy

CorelDRAW
- Use spot colours (PMS colours) or grayscale (b & w), no CMYK
- Include all image files (.tif .eps), do not embed images
- Include all printer & screen or TrueType fonts
- Export file as .ai for Mac, convert text to curves and turn on "Simulate Complex Filled Curves"
- Include a PDF proof or printed hard copy

Page Layouts
QuarkXpress & Adobe InDesign
- Layout file (.qxd, .qxp)
- Include all image files (.tif .eps)
- Include all printer & screen or TrueType fonts
- Include a PDF proof or printed hard copy

Text files
Microsoft Word
- Save as .doc .rtf or .txt
- Include a PDF proof or printed hard copy
Logo images embedded into Word Documents will not be accepted

General production parameters:

Fonts
We cannot accept PC fonts. Use Postscript Type 1 fonts. Postscript fonts require both the Font Suitcase and the Outline/Printer file. Submitted Truetype fonts cannot be guaranteed to print correctly. If you must use Truetype fonts, send the file in high resolution PDF format (keep in mind that not all Truetype fonts cannot be embedded).

Images
Halftones and bitmaps should be set at 300 dpi minimum. Submit only grayscale and CMYK colour modes. Pantone colours (PMS) should be submitted in CMYK equivalents.

Scanned Images
Before placing images in programs like Illustrator, CorelDRAW or QuarkXpress, the images should be checked for the following:
- All placed art should be in TIFF or EPS format
- The resolution should be at least 300 dpi
- The colour mode of the image should be either Monochrome bitmap) mode), grayscale or CMYK. The CMYK mode is used for colour images and grayscale/monochrome for black & white.
- Crop and size images properly before placing so that masking, scaling or rotating is not necessary while in the drawing/layout program.

File Naming
Always use a three character extension to identify your file kind: .tif, .eps, .qxd, qxp, .pdf, .cdr etc. Keep the file name short but descriptive. Use only alpha-numeric characters, do not use punctuation, slashes, dashes, hyphens, accents, etc.

Unacceptable Files
We cannot accept files composed in formats not listed on this page. In particular, do not submit MS Powerpoint or MS Publisher files. As well, graphics downloaded or saved from Web pages are not acceptable for print products. These graphics have low resolution images (usually 72 dpi), which are fine for screen display, but far below acceptable quality standards for print.

Other Notes
Do not send the only copy of your files. Always retain a backup of your materials. If your file is corrupt or lost, we can rely on your backup.