GENERAL ART REQUIREMENTS

When sending art / image files to dynamicpromo@suddenlinkmail.com we recommend sending them as Vector files whenever possible.

Acceptable File formats (vector) :
EPS (vector files), **Adobe Illustrator CS3 or older version** (text converted to outlines), **Corel Draw X4** or older (converted to curves), high quality TIFF file at 300 DPI or more at actual image size or larger. Some PDF files work, please submit for evaluation…
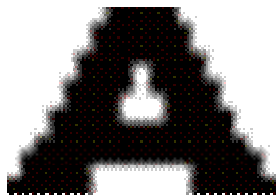
Unacceptable formats (raster):
GIF, JPEG and BMP files are not acceptable formats to be used when printing screened graphics. They are useful when emailed only as a reference for quoting or to insure elements do not drop out of your artwork.
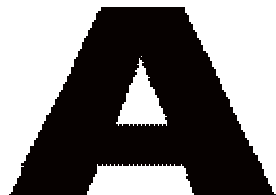
Files sent in other than these formats could result in delays and additional charges when processing the orders. Artwork from a laser printer, reproduced on office copiers and/or transmitted via fax is **NOT** camera-ready artwork.

NOTE: **A scanned image or logo placed into Illustrator and saved as .ai or .eps is not a true vector art file and can't be used as art. To convert these type of files will incur an art charge.**

Raster vs. Vector

Raster artwork: The image on the left is an example of what a raster image looks like. Raster images are made up of colored pixels that make an image when placed together. Digital Photos are raster images. When resizing or scaling a raster file, distortion occurs, causing the image to be blurred and losing detail. When electronically sending a raster image these have to be at a high resolution, which also makes a large file size.

Vector artwork: The image to the left is an example of how clean a vector image can be. These images are actually plotted mathematically to create a clean line. When a vector image is resized or scaled there is no distortion. Vector images are also best for editing purposes, and are not as large as a raster image when electronically sending.

We can assist you in creating camera ready artwork for $40.00 (net) per hour. If no layout instructions are supplied, we reserve the right to arrange copy and logos at our discretion. Approved proofs are required and they are final. We are not responsible for the quality of imprinted products produced from artwork that does not meet the above specifications. A layout proof approval form is supplied upon request (additional charges may apply). Additional approval will be required if the artwork does not comply with our requirements.

COMPUTER GENERATED ARTWORK

This is the best alternative for submitting your art. Digital artwork guarantees the highest quality of imprint possible. We operate on **PC Windows XP** platform and accept files saved for the following applications:

Adobe Illustrator CS3 or lower: Convert all type to "outlines"; include all placed EPS or TIF files in the same directory; **Note**: the native file format for this version is **PDF** what may require conversion to **EPS** and, consequently, additional charges may apply; to avoid this charge, save the files as version 8.0 or earlier);

Adobe Photoshop 6.0: For 4-Color Process: files must be saved as TIF, EPS or BMP formats, in CMYK mode, at minimum resolution of 300 dpi with print size set at 100%; for silkscreen imprint: each color should be separated in one file with registration marks (and trapping, if applicable) and files must be Black-&-White, TIF format, in Bitmap mode (50% threshold) at 1200 dpi;

Other Applications (CorelDraw X4, etc.): "export" or "save as" vector EPS, Illustrator format (see above); convert all type to "curves" or "outlines"; include all EPS and/or TIF files in the same directory; save for "PC" environment if option is available; **Note**: PDF is an alternate format which may be used when the above requirements cannot be met; note that it may require additional conversion and, consequently, additional charges may apply;

TRADITIONAL ARTWORK

If you are not able to provide digital files, you may submit your artwork as "**camera-ready**"; that means it must be…

Black and white line art, color separated with all necessary traps and registration marks and output at 100% of the actual imprint size in PHOTO QUALITY reproduction.

Artwork from a laser printer, reproduced on office copiers and/or transmitted via fax is **NOT** camera-ready artwork.

We will accept Laser Quality output as camera ready **only** if it is **200% or larger** of the actual imprint size (up to 8 1/2" x 11")**, black and white, color separated with registration marks and trapping** (when applicable).