



# Art File Requirements

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| <b>FORMAT</b>         | <ul style="list-style-type: none"> <li>• Mac or PC</li> </ul>  |
| <b>MEDIA</b>          | <ul style="list-style-type: none"> <li>• Flash/Jump Drive or FTP</li> </ul>  |
| <b>SOFTWARE</b>       | <ul style="list-style-type: none"> <li>• Illustrator/Photoshop/InDesign/Freehand – CC or lower</li> <li>• Incompatible software such as Quark Xpress/Corel Draw files can be exported as a .pdf file or re-saved as an .eps or layered/flattened .tiff file but may increase pre-press time - extra charges may apply.</li> </ul>  |
| <b>VECTOR ART</b>     | <ul style="list-style-type: none"> <li>• Vector art is preferred for most text and continuous tone graphics.</li> <li>• All text should be converted to paths, curves and/or outlines.</li> <li>• Any screen and printer Type 1 font files must be included in the file.</li> </ul>  |
| <b>RASTER IMAGES</b>  | <ul style="list-style-type: none"> <li>• If there are raster images placed in a vector art file, embed the placed image or link the placed images.</li> <li>• IMPORTANT - Include any unflattened Photoshop raster files in case editing is needed or there are color issues within the file that need correction. All raster art needs to be 300 dpi and at least 50% in size for large jobs (24" x 36" or larger). Art for smaller jobs (24" x 36" or less) needs to be 300 dpi at full size.</li> </ul> |
| <b>COLOR PROFILES</b> | <ul style="list-style-type: none"> <li>• Coated Gracol 2006 / US web coated SWOP v2</li> <li>• Embedded color profiles will be preserved</li> <li>• Color results of reinterpreted files from RGB to CMYK mode may change and cause a minor color shift to certain vibrant colors.</li> <li>• Color corrections will be applied to balance any color shift and to achieve the closest possible match.</li> </ul>   |
| <b>PLACED IMAGES</b>  | <ul style="list-style-type: none"> <li>• Make sure artwork or placed images are RGB, preferably Adobe1998 or sRGB profile.</li> <li>• Images must be converted by May Group to print four-color process.</li> </ul>  |
| <b>FINISHING</b>      | <ul style="list-style-type: none"> <li>• Provide a full-color calibrated match printout with dieline, embossing, hole location, and any other special finishing process that may be needed.</li> </ul>   |
| <b>SPOT COLORS</b>    | <ul style="list-style-type: none"> <li>• Spot colors should be used in addition to the process image when color is critical (ex: company logos, important graphic elements, etc.).</li> <li>• Large coverage backgrounds may also require spot color.</li> <li>• All spot color information must be defined in the file using <a href="#">Pantone®</a> colors.</li> </ul>  |
| <b>BLEEDS</b>         | <ul style="list-style-type: none"> <li>• .125" or .25" depending on size of artwork</li> </ul>   |
| <b>TRAPPING</b>       | <ul style="list-style-type: none"> <li>• .031" for most files</li> <li>• .062" for larger files</li> </ul>   |
| <b>LPI</b>            | <ul style="list-style-type: none"> <li>• Most four-color process jobs will be output at 63 LPI depending on materials being used or unless otherwise specified by client.</li> <li>• Some material textures may require a line count of 45 or 55 LPI.</li> </ul>   |
| <b>PROOFING</b>       | <ul style="list-style-type: none"> <li>• Color proofs are made from the supplied digital file after color correction/profiling and checked for G7 compliant color accuracy with a densitometer.</li> <li>• Proof may vary slightly from your computer monitor, room light temperature or color printer.</li> <li>• The final printed product may also vary slightly from the color proof due to the differences between printing and proofing methods.</li> </ul>  |

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