

## Artwork Preparation and Warnings

We currently accept files created in Adobe Illustrator CS2 (convert text to curves), Adobe InDesign CS4 (convert text to curves), Adobe PhotoShop CS2, QuarkXpress 6.1 (collect for output), CorelDraw 12 (convert text to curves), Corel PhotoPaint 12 and Freehand 10. Other applications may be added, please call for information.

In addition to the Graphics Specifications sheets, you should be aware of the following information as it pertains to graphic files.

- Artwork should be prepared in CMYK. If converted from RGB to CMYK significant color changes can occur, please proof your colors prior to submission.
- To obtain a rich dark BLACK, use the following CMYK values:  
**Fabric prints:** C=40,M=30,Y=30,K=100  
**Vinyl & Laminated prints:** C=60,M=60,Y=40,K=100
- Proof prints, if required, are \$50 each plus shipping. Please allow for additional production time when proofs are required. Final order delivery will be delayed by the time required to ship and confirm proofs.
- If color is very critical, please order a proof print and allow additional production time.
- Colors cannot be precisely matched on digital printers. If a specific PMS color is required, please specify the appropriate PMS color when creating your artwork and highlight that information in your order. Allow an additional 48 hours of production time for best match. This service is not available on all file formats.
- Due to ink and media variations from batch to batch, we cannot precisely match previously printed graphics. If multiple images are used, it may be necessary to reprint an entire project if color match is very critical.
- Reprints at our expense will be produced solely at our discretion, based on visual inspection.
- If an imaging problem is detected or a change is requested after printing, you will be charged appropriately for products produced.
- Graphic files requiring manipulation will be billed at \$80/hour, with a one-hour minimum.

### Creating files for imaging:

- For your protection, a "For Position Only" (FPO) file, .PDF, .GIF or .JPG file should be supplied with every print order. The FPO image is used ONLY for image appearance and position. This need not be a color image or high resolution. Without the FPO print, we cannot be responsible for font substitution, word wrap change, object repositioning, etc.
- Graphic files are checked visually for obvious problems on our computer screens and presumed to be of sufficient resolution to produce a high quality print. Please refer to the appropriate graphic specification for print dimensions and viewable image area.
- Bitmap files such as .TIF, .JPG, etc. should be 150 dpi resolution (100 dpi minimum) at 100% final print size.
- Include ALL fonts, and imported images. Be certain there are no linked images.
- We are not responsible for proof-reading and/or correcting errors.