

Digital Art Specifications Backers

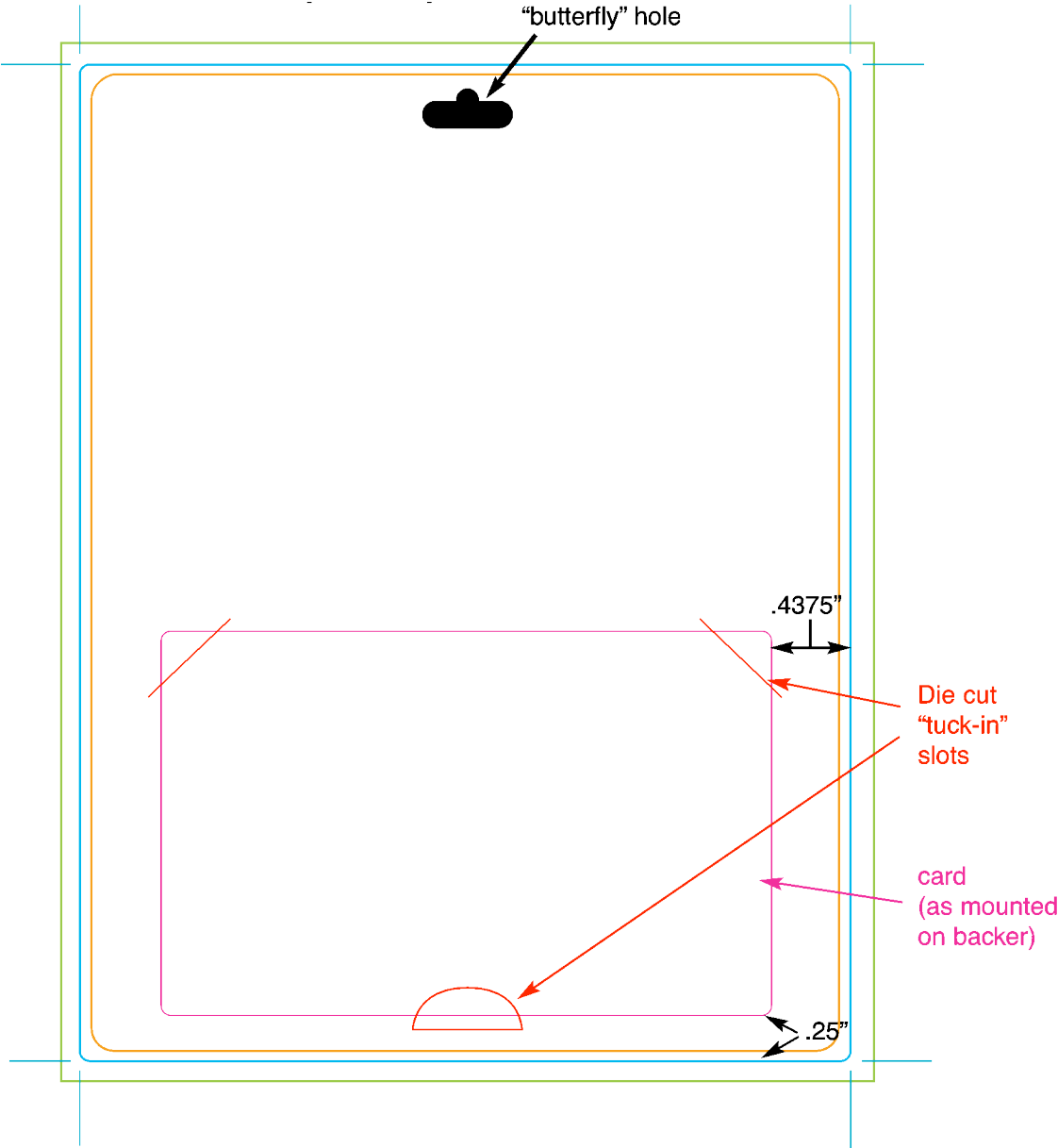


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If you have an art department, ad agency, or even an independent graphic designer... give them this file. They'll know what it all means. We know that print terms and digital file specifications can be a bit intimidating for those who don't use it every day. If this all seems confusing, you can always take your artwork, wording, and any ideas to a **full service print shop, or Fed Ex Office**. They usually have a graphics person on staff that can take all your materials and turn them into what we need as specified below.

NOTE: FAILURE TO ADHERE TO THE FOLLOWING SPECIFICATIONS COULD RESULT IN ADDITIONAL CHARGES OR LOSS OF QUALITY.

PLI Gift & Loyalty **WILL NOT** be held responsible for errors in files set up incorrectly. There will be a charge to correct and reoutput any file that outputs incorrectly due to client set-up errors (\$60/hr. for designer time in addition to the cost of reoutputting the file).



ELECTRONIC FILE REQUIREMENTS

The face of the backer: If the face features a continuous color or an image that runs off the edge(s) of the card, you'll need to: 1.) Submit your design with a 1/8" **BLEED**; 2.) keep your important images, logo, and text within the **LIVE AREA**, and, 3.) Avoid placing anything important within the 1/8" **MARGIN**. (see above). The final size of a backer is 4.25" wide (w) by 5.55" high (h). The total submitted size, including a 1/8" **BLEED** all round, is 4.5"(w) x 5.75"(h). A very helpful formula for black using the CMYK "gang run" printing process is: 40% Cyan 40% Magenta 40% Yellow 100% Black.

The back of the backers: If the back features a continuous color or an image that runs off the edge(s) of the card, you'll need to: 1.) Submit your design with a 1/8" **BLEED**; 2.) keep your important images, logo, and text within the **LIVE AREA**, and, 3.) Avoid placing anything important within the 1/8" **MARGIN**. (see above). The final size of a backer is 4.25" wide (w) by 5.55" high (h). The total submitted size, including a 1/8" **BLEED** all round, is 4.5"(w) x 5.75"(h). The back is traditionally 100% Black. Don't worry about making the corners rounded or the butterfly hole, that happens during the production of the backers.

SOFTWARE (APPLICATIONS):

ACCEPTABLE:

- Quark 7 or earlier
- Illustrator CS4 or earlier
- Photoshop CS4 or earlier
- InDesign CS4 or earlier

UNACCEPTABLE:

- All other Native applications (ie: Word, Publisher, Excel, PowerPoint, etc.)
- Any graphics copied and pasted from an internet website.

INSTRUCTIONS AND COMMENTS:

- If you use any application other than those listed above as acceptable (such as Freehand; Corel; PageMaker, etc.) you **MUST** save as a hi-res EPS or TIFF image with all fonts converted to paths or outline and all images embedded.
- If your file is in a program/format other than the ones listed or if you are unsure about whether your electronic file can be accepted, please contact our Art Department to determine whether we can accept your file. We may be able to accommodate some special cases. Note: Microsoft Publisher files cannot be accepted at all.

COLORS:

RECOMMENDED:

- Process CMYK colors
- Monochrome **ONLY**, Black and white images only. Grayscale halftone images are difficult to overprint on thermal printers. (i.e.: basic and predesigned cards)

NOT RECOMMENDED:

- RGB colors
- Index colors
- LAB colors
- Pantone colors (Unless spot color arrangements have been made)
- Duotone, Tritone, Quadtone colors

INSTRUCTIONS AND COMMENTS:

- All unacceptable colors will be converted to process CMYK, and color may vary from the original file.

IMAGES:

ACCEPTABLE: (MINIMUM OF 300 DPI REQUIRED)

- EPS - with all fonts converted to outlines
- TIFF - flattened
- PDF - with all fonts flattened
- JPEG (**ONLY IF THIS IS ALL THAT YOU HAVE**)

INSTRUCTIONS AND COMMENTS: (For Completely Custom Jobs)

- ALL FILES MUST BE AT A MINIMUM OF 300 DPI (**NOTHING ELSE WILL BE ACCEPTED**)
- Set encoding to binary.
- Set preview to Macintosh or TIFF (8 bits/pixel).
- Do not LZW compress TIFF files.
- Do not save EPS images with Halftone Screens, Printer Defaults or Transfer Functions.
- Rasterize all type layers.
- Scan images at 300 dpi.
- Scan lineart and bitmap TIFF images at 1200-2400 dpi. A lower dpi will cause jagged stair-stepping. The closer to 2400 dpi, the smoother the image will be.
- Convert Monotone, Duotone, Tritone and Quadtone images to CMYK.
- Save images as CMYK or Grayscale only. Any color format other than CMYK (including Monotone, Duotone, Tritone and Quadtone) will be converted to CMYK and the color may vary from the original file.
- Create gradients in a raster program, such as Photoshop, to avoid banding.
- Any embedded images in Illustrator, InDesign, or Freehand files must adhere to the above specifications.

MEDIA:

ACCEPTABLE:

- CD-ROM
- DVD-R

INSTRUCTIONS AND COMMENTS:

- Label each disk clearly with the following information:
 - Customer/Store name
 - Return address information
 - Type of product ordered
- Print a window of the disk contents and include with disk.

TRANSMISSION/DELIVERY OF FILES:

- Federal Express, or UPS
- In order to prevent corruption of files during e-mail transmission, files sent via e-mail **MUST** be stuffed or zipped in a SELF-EXTRACTING archive (such as Stuffit or PC Zip). We also strongly recommend that the stuffed file be BinHex encoded before being e-mailed.

NOTE: .EXE files are unacceptable as they cannot be opened on a Mac.

- Ask your customer service representative for the e-mail address to use.
- Please include the following information in the e-mail text:
 - Customer/Store name
 - Contact person and phone number

THANK YOU FOR YOUR INTEREST IN PLI Gift & Loyalty