



DIGITAL ART REQUIREMENTS

Supported Software

We have the ability to accept files in the following applications:

Adobe Illustrator CS, Adobe InDesign CS, Freehand 10.0, Quark 6.0, Photoshop CS, Adobe PDF (if formatted properly).

Art File Setup Do's and Don'ts

Do:

Set up art at 100% size to fit die plus any required bleed (1/16" minimum bleed). Indicate final trim size.

Files should be set up as spot color (Pantone Coated) or CMYK. Convert RGB files and images to CMYK before submitting art.

Gradients must have a minimum 1% dot in all colors.

Include all fonts or convert the fonts to paths (WARNING: converting fonts to paths will make text non-editable).

Position all text and graphic elements at least 1/16" inside the die line. If the art has a border that bleeds the border must be 1/16" thick.

Place/Link graphics (.eps or .tif) to the art file and provide the images separately in a "links" folder. Images should be at 100% size in the file.

Images must be 300 dpi at actual size. Provide a flattened and a layered version of the PhotoShop file.

Bitmapped images with small text should be a minimum of 600 dpi.

UPC codes must meet minimum size requirements for scannability.

Delete unused colors from the swatches pallet. Indicate special match colors.

Contact us to discuss trapping and ink density considerations, or with any other file setup questions.

Don't:

Use application styles on text (*i.e. bold, underline, italic, etc.*).

Do not embed images/graphics.

Do not trap the artwork.

Do not design entire label in PhotoShop. Instead use a vector based application like Illustrator and place in the images.

Printing Standards:

Minimum line thickness: .25 point, .5 point for reverse.

Minimum font size: 4 point, 6 point for reverse.

Minimum Bleed: .0625"

Minimum distance from die cut to graphic elements: .0625" (borders that bleed must be .0625" wide)

CMYK printing will print at 175 lpi screen.

Spot screens will print at 120-133 lpi screen depending on material and ink density. If spot colors are used in screens and solid areas it may be necessary to have two separate plates to achieve proper color.

E-Mail and FTP

Advanced Labels can accept your art in any of the formats mentioned above via e-mail. Please stuff or zip large files to minimize size. Our email servers are capable of receiving large files, but if your files exceed your sending limit you can contact us to upload to our FTP site. For very large files that are not convenient to email simply send a disc (CD or DVD) to the address below, Attention: Prepress.

Preflight

All artwork submitted is subjected to a preflight inspection process to determine if the art is suitable for printing and to identify potential pitfalls. Any revisions to files will require prepress charges at the current hourly rate. Failure to follow the above guidelines can result in delays of production and printing your order on schedule. Art formats not supported may also require additional charges to convert to a usable format. Please contact us with any questions or for art recommendations.