

2009 CLIENT ART SPECIFICATIONS

IF YOU ARE SUBMITTING YOUR OWN ARTWORK, PLEASE FOLLOW THE SPECIFICATIONS LISTED BELOW. FOLLOWING THESE GUIDELINES WILL ENSURE THAT YOUR PROJECT IS COMPLETED QUICKLY AND WITH MINIMAL REVISIONS OR COMPLICATIONS.

PROGRAMS AND VARIATIONS

WE SUPPORT THE FOLLOWING MAJOR DESKTOP PUBLISHING AND GRAPHIC PROGRAMS:

- **QuarkXPress®:** Include all fonts, all linked artwork and provide a proof for comparison (print or PDF), and provide folding sample and/or color sample.
- **InDesign®:** Include all fonts, all linked artwork and provide a proof for comparison (print or PDF), and provide folding sample and/or color sample.
- **Adobe Photoshop®:** Photos must be high-resolution (minimum 300 dpi at 100%) to ensure quality when printing. Please adhere to the following preferences when submitting *Photoshop* files: **no vector data; no embedded color profiles; no JPG compression; no RGB images and no LZW compression to any files.**
- **Adobe Illustrator®:** Do not embed photos, images or other graphics that cannot be modified in *Illustrator*. Include any custom fonts for logos, or create outlines for the text (note: text will not be editable).
- **Adobe Pagemaker®:** Include all fonts and all linked artwork in a separate folder.
- **Macromedia Freehand®:** Do not embed photos, images or other graphics that cannot be modified in *Freehand*. Include any custom fonts for logos, or create paths for the text (note: text will not be editable).
- **MS Word®:** Save one version of the file as a Word document and the second as Text with line breaks. Include all fonts and all embedded artwork.

LOGOS

WHEN SUBMITTING LOGOS FOR PRINT REPRODUCTION:

- Send an EPS file (color or black & white) from *Illustrator* or *Freehand*.
- If sending camera-ready art for scanning, additional design work may be required to prepare the logo for placement.
- Logos from websites do not provide adequate resolution for print reproduction.

ARTWORK

- Photos and illustrations used in page layout programs and supporting artwork should be saved as CMYK or specified Pantone colors with a minimum of 300 dpi at 100%. Formats supported are: TIFF, EPS, JPG or PICT.
- Art should include 1/8" bleeds on all sides.

FONTS

- Save all fonts in a separate folder labeled "fonts."
- Include all screen fonts, printer fonts and TrueType fonts.
- Do not use stylized type. Be sure to use actual fonts.

GENERAL LAYOUT/TEXT STANDARDS

- Single space after sentences.
- Spell-check all copy.
- Do not set leading to auto.

OTHER INFORMATION

- Always provide a laser printout and a color print of your artwork, and a folding sample if possible.
- Please identify the program and version in which the file was created.

SUBMITTING FILES VIA EMAIL

Text files may be emailed to PSB at mail@psbonline.com. Graphic files (logos, images, etc.) can be uploaded to our FTP site at <ftp.psbonline.com> (please — no personal data files). Please contact your Account Representative for instructions.

