Sending Art Files:

1 **Check that artwork & layout matches specs quoted.**
- Follow pre-design checklist

2 **For files with attachments, compress into a .zip file format before sending.**

3 **Contact us for any questions,**
- Call: 1.800.296.4321
- Email: Service@folders.com

PRE-DESIGN CHECKLIST

Create Layout Files with the Following Programs (Mac or PC):

- InDesign • Illustrator • Photoshop • Corel Draw (convert type to curves)

Please note we cannot accept art files created with: • Microsoft Publisher • Powerpoint • Word • PageMaker

Send ALL Required Files & Art Elements:

☐ Use "package" function in program to collect all elements used in file, including: fonts, graphics, logos, scans, etc.

☐ Vector art: convert type to outlines save as .EPS

☐ Images (photos): 300 dpi high-res for CMYK & grayscale
  ☐ Save as **.PSD** or **.TIF** file
  ☐ **RGB low resolution (72 dpi) web graphics are not acceptable**

☐ Scans: 1200 dpi, bitmap format save as .PSD or .TIF

If Sending a .PDF File as Artwork:

Wrong template, missing bleed, low-quality graphics will be rejected

☐ Spot color printing: use **SPOT** colors and send **SPOT** color numbers

☐ Four color process (full color) printing: use **CMYK - NOT RGB**
  ☐ For large black areas (not type), we suggest the following rich-black mix (C:60% M:40% Y:40% K:100%)
  ☐ Avoid "Blues that look Purple"

☐ Choose a blue formula with 30% more cyan than magenta

Foil Stamp & Emboss:

☐ Supply one color vector (.EPS) art: convert type to outlines

Emboss: thick, bold copy is better. Recommended minimum line thickness is 2 PT. Increase point size/line weight accordingly. Certain copy will not emboss well and should be avoided: serif/thick-thin type, screens, fine lines and copy with intricate detail.

Foil Stamp: For most type styles, minimum point size is 8 PT. Increase size for serif/thick-thin styles. To avoid loss of detail and plugging do not use ultra-light type styles, screens, thin lines and copy with intricate detail and gaps no closer than 1 pt.

Avoid Errors & Job Delays:

☐ Proofread & test print your files: print color separations; print a reduced copy, cut-out & fold up... does copy fall on correct panels? Additional charges apply if we need to modify your files. **We are not responsible for errors in supplied files.**