



## Guidelines For Submitting Artwork

### Dear valued customer,

To minimize artwork charges & job delays, and to maximize the quality of your finished product, please adhere to the following guidelines for submitting art:

#### General:

- **Original, editable electronic art with layers intact is preferred** (editable layers *and* fonts!) Minor changes to accommodate production requirements are not uncommon and can not be made with derivative formats such as .eps, .tif, .bmp, .gif or .jpg.
  - **Line** (or vector) **art** created by drawing programs such as Illustrator produce a far cleaner product than scanned, bit-mapped or rasterized formats such as .tif, .bmp, .gif or .jpg. Vector art can be enlarged to any size without loss of resolution or a "jagged edges" appearance
  - **Scanned or bitmapped art** (such as .tif, .bmp, .gif or .jpg created by Adobe Photoshop or "paint" programs) **must be at least 300 dpi** (dots per inch) for complex color figures such as photos, **600 dpi** is preferred. **1200 dpi** is necessary for line art or text. Web art (usually at 72 dpi ) is not acceptable for print applications. A rule of thumb is that an image should appear on your computer screen at least 3 to 6 times larger than its size on a printed page.
  - **Formats not usable** include artwork created in consumer-grade art programs such as Microsoft Word, Works or Publisher. These programs are not designed for professional printing and can be used only as guidelines from which to recreate from scratch.
- ➡ **PLEASE GIVE US THE NAME, OR SEND COPIES OF, ALL FONTS USED!** It can easily take an hour or more of **chargeable time** looking to find a font match from a print sample. While we have access to thousands of fonts, we may not have yours. If you know the font name, that may suffice. If it is a low-resolution web or fax image it is nearly impossible.

#### Acceptable Formats:

Acceptable formats are listed below in order of preference. The lower down the list, the more work and/or conversion required and the more **graphics charges** will be incurred. "v." below refers to the latest version supported.

##### Line or Vector Art

- Macromedia Freehand v. **MX** or earlier.
- Adobe Illustrator v. **CS4** or earlier.
- Otherwise an **.EPS** file format, an export option in most drawing programs.

##### Page Layout Programs (include fonts and any linked graphics.)

- QuarkXpress v. **6.5** or earlier.
- InDesign v. **CS4** or earlier.

##### Image or Paint Programs

- Photoshop v. **CS4** or earlier. Include all layers; do not flatten. Send copies of all fonts!
- Bitmapped file formats: **.tif, .bmp, .png** or **.jpg** with a resolution of **600 dpi** or higher. A **.tif** format is the most accurate and complete (and largest file size) and is preferred.

#### Submitting Files:

**Email:** Files up to 4 Megs may be emailed to [art@wcbs4supplies.com](mailto:art@wcbs4supplies.com).

**Via Web:** Upload larger files at <http://www.wcbs4printing.com/pages/upload.html>.

**Surface:** Standard storage media: **CD, Floppy Disk** or **ZIP Drive**. (mac or pc format)  
Camera-ready paper: Clean black and white line art on glossy white paper.

**Note:** All files sent electronically should be first archived (**ZIP** or **SIT**).

If you can not meet the above guidelines, we will do our best to work with the artwork you have within the time and money budgeted for the project.