

SUBMITTING DIGITAL ARTWORK TO AD ART

GENERAL REQUIREMENTS

Many popular programs allow you to design and print nice looking images to your computer's inkjet or laser printer. However, these programs lack the capability to export your images to a format that can be used by our equipment. Files created using programs such as word processors, presentation managers, and consumer graphics programs must be rebuilt using professional software, increasing both cost and time. The graphics programs which support the required formats are:

Quark Xpress*	Adobe Illustrator*	Adobe InDesign*
Adobe Photoshop	Adobe Pagemaker	Adobe Acrobat
Macromedia Freehand	Corel Photopaint	CorelDraw

*Denotes our preferred formats, although we support all that are listed.

Please check with Ad Art to confirm that your version is supported.

We accept both Macintosh and Windows formatted ZIP disks, CD-ROM, DVD and email (up to 10 megabytes). Files should be compressed using Stuffit for Macintosh or WinZip for Windows to reduce transmission time or to fit on your transport media.

HARD COPY

Always include a hard copy printout of your file because importing files and crossing platforms may cause text to reflow, image elements to be repositioned and characters to appear different. Fax your hard copy or include a PDF when emailing your files.

COLOR PROOFS

Softproofing files using Adobe PDF files is possible, but all monitors and printers will appear different. Unless your system is calibrated using ICC profiles, use a Pantone Matching System guide to view how your colors will actually print. Ad Art will provide a digital color proof, although any Pantone spot colors will be converted to CMYK approximations.

FONTS

Postscript fonts are comprised of 2 parts; the screen font for display and the printer font for output. Provide both parts for all typefaces used in your documents, including those used in placed or linked files. Without them, your file will not print as it was designed. High end film recording equipment like imagesetters use the Postscript page description language. Therefore, use Postscript Type 1 fonts instead of TrueType fonts to avoid possible printing problems. Some illustration programs allow you to convert text to objects called "paths", "outlines", or "curves." This eliminates the need to send fonts, but will increase the file size.

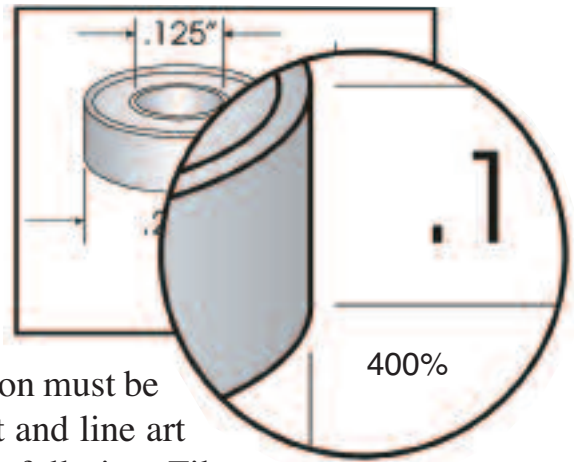


LINKED OR PLACED FILES

Images that are placed or linked into your graphics program must be included on your disk or email as well. These files are not actually contained in your file, but are inserted by the computer at print time. An unacceptable low resolution screen preview image will print in their place without them.

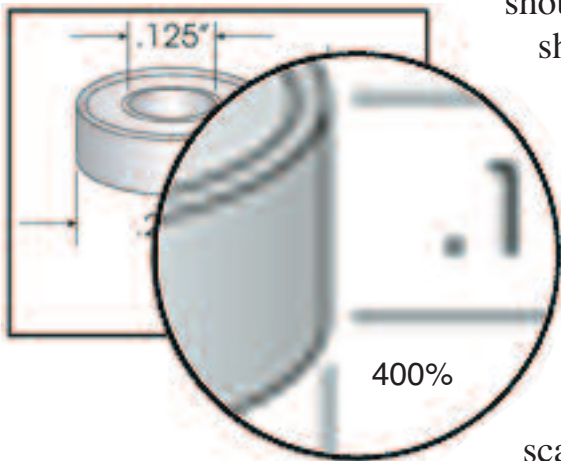
VECTOR ART

The resolution of files created with vector-based programs, such as Adobe Illustrator, is determined by the output device. These files can usually scale up to any size while the image will remain clear and sharp. If a bitmapped image is placed into a vector program, it is still a fixed resolution bitmap image and will not be scaled up without a loss of image quality.



BITMAPPED ART

Continuous tone images such as photographs and those created in an image editing program like Adobe Photoshop have a fixed resolution. For photos, this resolution must be at least 150 dpi at full size. Text and line art should be at least 600 dpi at full size. Files should be saved as EPS, TIFF or application native format, not JPEG which uses a compression technique that loses image quality and detail.



SCALING IMAGES

To scale a bitmapped image up to print at a larger size, the resolution must be divided by the enlargement factor. A 1/4 size image at 600 dpi will scale to 150 dpi at full size. However, a 1/4 size image at 150 dpi will only scale to an unacceptable 37.5 dpi.

RESAMPLING (UPSCALING) LOW RESOLUTION IMAGES

A lower resolution image should not be resampled to a higher resolution for enlargement because the resulting image will still appear at the lower resolution with more pixels and a larger file size. Such images must be rescanned or recreated at the higher resolution. JPEG images grabbed off web pages are only 72 dpi and cannot be scaled up in size, only down in size to 25% or less.

