

## ART GUIDELINES

### ACCEPTABLE TABLE FILE FORMATS

We accept .TIF, CS3 .EPS, CS3 .AI, .PDFX, .JPG, .INDD

### SETTING UP YOUR ARTWORK

**Bleeds** - If you want your image to extend to the edge of the printed material (full bleed), a bleed of no less than 1/8" should be used. Please see our templates for a graphical depiction of this.

**Art** - We recommend that you send artwork at 300 DPI for most jobs, or 1200 DPI for line art. For the best print quality please send Vector Graphics. Programs capable of producing vector graphics include Adobe Illustrator and vector files should be saved in the .eps or .ai format.

### INCLUDING FONTS AND GRAPHICS

**Fonts** - Include all printer and screen fonts used to create your artwork. If you're positive that we won't have to make any changes to your file, you can convert all type to curves / outlines.

**Linked Graphics** - Be sure to include all of your placed / imported images when you send your artwork. Missing graphics and fonts cause your job to be delayed. If you are using a page layout program such as InDesign missing graphics can be an issue. We recommend exporting your artwork from InDesign as an EPS after creating your text to outlines.

### SENDING US YOUR FILES

#### We Accept

1) CD-R / CD-RW Disks

2) E-mail your files to [csound@csoundcorp.com](mailto:csound@csoundcorp.com)

We also accept file transfers through free services to send your art:

<http://hightail.com>

<http://dropbox.com>

<https://www.wetransfer.com/>

<http://dropbox.com>

### OUR DESIGN SOFTWARE

#### PC & Macintosh

#### We Prefer:

Illustrator CS3 **and some earlier versions**. Photoshop CS3 **and some earlier versions**. InDesign CS3 **and some earlier versions**. If need be we can also take QuarkXPress version 6, but we are set up better for the above programs. When transmitting your files please indicate the application name and version, as well as the computer used (PC or MAC). If none of these programs are available to you, please contact us for possible additional options.

**WHEN SENDING ART PLEASE CONVERT ALL TYPE TO OUTLINES IF YOU ARE SURE THAT WE ARE NOT GOING TO NEED TO MAKE ANY CHANGES TO YOUR FILE.**

### INK SELECTION

We offer CMYK 4 Color Process Printing as well as PMS Spot Color. For accurate color matching please consult a Pantone Color Swatch Book. We use all the Pantone Solid Coated colors and Pantone Solid Metallic Coated colors.

To accentuate your disc image you may choose a glossy clear overlay that we call a "Clear Coat" that acts like a UV coating on a disc. This process is available on our offset press only.

Copyright © Reel Picture