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ELECTRONIC ART GUIDELINES

ACCEPTABLE FONTS

Please provide fonts used. Printer and screen must be supplied.

ACCEPTABLE MEDIA

After placing your order with a customer service representative, files may be sent via e-mail, USB/Flash drive, DVD/CD, Zip™ disk, digital cards or 3.5" floppy disk.

FILE CREATION

PROCESS COLOR PRINTING

Please provide artwork that extends at least 1/8" beyond the trim edge on each side that bleeds. All spot colors should be converted to process colors before saving file (unless additional spot colors have been purchased), otherwise we will switch to CMYK. **NOTE: SPOT COLORS WILL CHANGE WHEN CONVERTED TO CMYK.**

Banksville Express has a spot to process color swatch book available, contact your customer service representative if you would like help with your color selection.

SPOT COLOR PRINTING

Spot colors must be selected using Pantone color swatches. If you do not have Pantone swatches in the application that you are using, we have Pantone books available to make your selection, contact your customer service representative.

SCREENS

Spot color or grayscale metal plate screens are run at 133 lpi. Process color screens are run at 175 lpi (coated) or 150 lpi (uncoated). The resolution of scanned artwork should be double the screen. For spot or grayscale, scanned images should have a minimum resolution of 266 dpi and color scanned images should be minimum resolution of 350 dpi. All black/white line art should be scanned at minimum resolution of 600 ppi. Please do not use your software compression (LZW, ZIP or JPEG) when saving photo/graphic files.

PREPARING FILES

After consulting with your customer service representative, you will have to prepare your file for printing. Files may be sent as pdf or in native file format.

PDF FILE:

Print your pdf file from your application using the following guidelines.

PC Format:

- Choose print from your file menu.
- Select Acrobat Distiller for your ppd. (If you do not have Acrobat® Distiller® as one of your printer descriptions, it can be downloaded for free from the Adobe® website.) Select the advanced option in the print window. Job Options - "Print"; Fonts - "Embed all fonts"; Color - "Color management turned off".
Printer Resolution: 2400 dpi.

PROGRAMS:

- **Adobe® Indesign®:** Supply all graphic files used in document; convert all text to outlines or provide fonts. Adobe® Pagemaker® files will be opened with Adobe® Indesign® text may reflow.
- **QuarkXPress™:** Supply all graphic files and fonts used in document.
- **Adobe® Photoshop®:** Send files as CMYK, not RGB, this will enable us to better reproduce your file. CMYK files should be saved with resolution of 350 dpi (please flatten artwork). All grayscale files should be saved with resolution of 266 dpi (please flatten artwork). Black/white line art files should be saved with a resolution of 600 ppi.
- **Adobe® Illustrator®:** Please provide links and all supporting graphics; do not embed images; **convert all text to outlines.**
- **Freehand™:** Please export as eps file. Please provide graphic files and fonts used in document.
- Microsoft programs.
- **CorelDRAW™:** Text must be converted to curves, include all images and export file to an EPS file.

For applications not listed above, please provide an PDF file (resolution should be 2400).

JOB TURNAROUND BEGINS UPON PROOF APPROVAL.

**Additional charges may apply if the above guidelines are not followed.
If additional charges apply, you will be notified before prepress production begins.**