



# ARTWORK GUIDLINES

**1. SUPPLIED:** To ensure reliability and compatibility, we ask our clients to supply artwork files to the following specifications. Artwork not received in this way may result in delayed delivery and/or additional charges.

## 1 Preferred software format Adobe PDF

NO FEES APPLY\*

We encourage the use of PDF files whenever possible. When supplied correctly they speed up file handling and processing time enabling us to provide you with a quality print job faster.

PDF's should be 'press-ready' with all fonts embedded and all images flattened. This will also ensure that what you see on your screen, will be what you receive as your final product.

*\* If pdf document(s) require merging, manipulating or changing in any way, then DTP hourly rates apply*

## 2 Other accepted formats (PC Only)

DTP HOURLY FEES APPLY

Adobe InDesign - Include all linked images and convert fonts to outlines.

Adobe Photoshop - CMYK Colour mode all images at 300dpi and full size plus bleed.

Adobe Illustrator - PDF or EPS files in CMYK colour with all images embedded and text converted to outlines.

## 3 NOT print-ready formats (PC Only)

DTP HOURLY FEES APPLY

Microsoft files - Word, PowerPoint, Excel, or Publisher are not regarded as 'print-ready', as they require handling and manipulation to make them print-ready.

All other files are NOT accepted - i.e. CoralDraw, Paint, CAD, QuarkExpress, any MAC native files.

- > **Bleed** If you require colour to print to the edge of your page, then please include 3mm bleed beyond the page border, with crop marks to desired finished size.
- > **Booklets** For multi-page booklets, please supply document as single pages in number order. Our software will imposition for correct booklet arrangement.
- > **Colour** All colour files should be supplied as CMYK, not RGB.
- > **Double Sided** Please supply double-sided printing as two separate files, or two pages in a single .pdf document.
- > **PMS** Ensure your PMS only appears once in your swatches and when submitting multiple files using the same PMS, it must have an identical name/number across all files.
- > **Resolution** All files must have a resolution of at least 300dpi.
- > **Size** All files must be supplied at actual size.

**2. DESIGN:** We provide full graphic design services for whatever your needs. We can help you with your corporate branding, including logo design, business cards, letterheads, presentation folders, etc. All design is charged at an hourly rate, and an estimate is given after consultation with one of Account Directors or Art Department.

**dtp @ \$120.00 hr**

**design @ \$180.00 hr**