

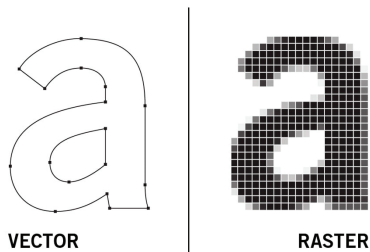
## ARTWORK SUBMISSION GUIDELINES

Many of the artwork files we receive require adjustment before they can be used for printing, some need to be recreated altogether. Our guidelines are suggestions to help you avoid additional art charges and/or an extended turnaround time.

### VECTOR ARTWORK

Vector artwork is a graphic created of points and paths (such as a logo). This results in artwork that is editable and scalable.

Common Vector Files: .ai .indd (These file types may also contain raster artwork)



### RASTER ARTWORK

Raster artwork is an image created of many pixels (such as a photo). This results in artwork that is not easily editable or scalable.

Common Raster Files: .bmp .jpg .png .psd .tif



### WHAT TO PROVIDE

#### Provide artwork in vector format:

- Vector artwork that is created in Adobe Illustrator (.ai) is preferred. Adobe InDesign files (.indd) are also acceptable.
- Any placed or linked raster images (.psd, .tif, .eps) in the Adobe Illustrator file should be included separately.

#### For raster images that are placed or linked in Adobe Illustrator:

- Digital images should have a minimum resolution of 300 ppi for high quality reproduction.
- If the Adobe Photoshop file (.psd) contains layers, do not flatten or merge the layers.
- Provide these files along with the Illustrator file.

#### Fonts:

Fonts should be provided, when possible, so that text edits can be made when needed. If it is not possible to provide fonts, please convert them to paths (vectorize).

*Please include a PDF of your file for reference along with the artwork files.*