

ELECTRONIC FILE REQUIREMENTS

These are general guidelines and are not specific instructions advising how to accomplish the desired results. It is a virtual impossibility to take into account all variables such as platform, operating system, postscript driver, PPD's, applications and application versions.

RGB is a color gamut that is used for monitors, not in printing and is common on the web. Items pulled from the web are usually low resolution and designed for quick loading and viewing. Unless the site is designed to download print quality files, web images almost never print well. Images taken from most digital cameras are RGB JPEG files. If you have the ability to convert the file to a tiff as described below, do so, or we can convert it for you. On-the-fly conversion of RGB art to CMYK art can have unpredictable color results.

- Please supply **TIFF, EPS or PDF PRESS-OPTIMIZED** files. We also accept Mac or PC native files built in QuarkXpress, Pagemaker, InDesign, Illustrator or Freehand. Be sure to include all attached or placed elements and fonts. Collect for output to include **ALL** images and fonts, even if embedded in file.
 - **TIFF** images should be CMYK for 4-color process, or grayscale for black; 300 or 350 dpi at 100% of actual used size; 1200 dpi for line art at 100% of actual placed size.
 - **BITMAP EPS** files should be CMYK for 4-color process, or black; 300 or 350 dpi at 100% of actual placed size.
 - **VECTOR EPS** files should be CMYK for 4-color process, (CMYK) grayscale for black or the correct Pantone colors (spot color), with all fonts converted to outlines (Illustrator) or paths (Freehand).
 - **PDF** files **MUST** be submitted in a print or press quality format, 300 to 350 dpi, and all fonts **MUST** be embedded (not subset). All images should be high resolution. Do not downsample, subsample or compress the file. If a font licensing issue arises, please change the font. The best product to use is Adobe Acrobat (not Reader), however there are other applications that will serve. May newer applications also make high quality PDF's through their print or export menus; you may have to specify the level of quality desired by setting some preferences or a format level (press or print quality).
- A final printed copy (hard copy) **MUST** accompany all submitted artwork. This may save time and money if we have questions about what we see on the screen. The hard copy can be a laser printout for black and white reproduction and can be faxed to 330-567-3616, mailed or given to your account manager. A color printed copy is suggested for all four-color ads.
- **MEDIA ACCEPTED:** CDs, DVDs and digital files submitted via e-mail to Shreve Printing, sales@shreveprinting.com, are acceptable. We recommend limiting total file size e-mailed to 10 MB. Above that, please burn to a CD and contact your account manager for pickup.

Please contact us for more specific information or with questions concerning requirements for your specific files.