

Advertising Bags

Advertising bags are bags that are only going to be printed one time since the ads will be continually changing. Artwork for advertising bags needs to be set up so they can be output straight to film. There will be a fee for any adjustments we need to make to your artwork. Please follow the guidelines below to ensure the best quality print.

We accept art in these programs:

- Adobe Illustrator CS3-CS5
- Adobe InDesign CS5 and lower

Set up ads on templates provided for the correct size bag. You can delete the template before sending, but please keep the crop marks. All crop marks should be in registration. If you have reorder contact information, it should be placed upside down at the bottom of the front of the bag where the flap will fold over.

We recommend artwork be in vector format for the best quality. Rasterized artwork is acceptable as long as the resolution is high enough and is changed to a spot color in a page layout program. We suggest scanning images at 300dpi. If an image is going to be enlarged, then the resolution should be increased. We output files at 2400 dpi and 85 lpi. This means there may be dots visible on any type or logos that are rasterized - they will not be smooth. We suggest typesetting and drawing in a vector program whenever possible.

It is very important that the colors separate properly. Please use the pantone coated library and make sure that everything is named with only one version of that color. For instance, Pantone 199 C will print on a different plate than pantone 199 U. We have a listing of colors that can be used. If you would like a color other than what is listed, there is an \$80.00 ink charge. If you have a laser printer, it's helpful to print your file as separations to check that all of your separations are correct or you can check the separations in the Adobe CS5 versions in the View Separations window.

Photos/gradients: We have found that photos and gradients look best when there is a continuous tone and no drop off to black or white. In order to keep a smooth gradation, please adjust all photos and gradients to the range of 2%-85%. There should be no 100% black or 0% white. Do not use LZW compression when saving image files.

Please convert all type to curves/outlines if possible or send all of the fonts used including both the screen and postscript fonts. Please send all links along with the files in case we need to access them.

We do not recommend type sized below 5pt. It may not be legible. We recommend not going below 6pt type in a reverse and do make the type bold as it will close up a bit in the printing process. Add another point to both when using serif type. Serifs can be very thin and will disappear quickly as type gets smaller or is reversed.

Do not send color jpegs or or tiffs as they do not separate into spot color. They need to be converted to grayscale and placed into a page layout program to assign a spot color. If the program you are using does not allow this, you can send us a black and white file of each color separation. To do this you would have to create your file in grayscale instead of color. Make sure it is on the template and keep the crop marks. You would then save a copy for each color that you want printed, name each file the color that it will be printing in, and delete any copy that will not be printing in that color. For example, if you are printing red and blue, you would have a file named red with only the copy that will be printing red, and a file named blue with only the copy that prints blue. You can delete the template but keep the crop marks. These files can be saved as pdfs or tiffs. Jpegs may reduce the quality. Please also send a color composite just to have a color proof to go to press with.

Minimum quantity for any size ad bag is 24,000 bags. There is a \$120.00 up front art fee for opening the file and reviewing the artwork. This cost also includes a call from a member of the art department to help correct any issues with the submitted artwork. Plates are \$35 per color for advertising bags.

If second file sent is still not correct, the art department will fill out an additional art time form explaining how many hours it will take to correct the artwork. Client will sign off on the additional art charges. Art time is \$65.00 an hour in addition to the \$120.00 up front.