

Advertisement Bag Specifications

ACCEPTABLE PROGRAM APPLICATIONS:

- Adobe InDesign® up to and including CS5
- Adobe Illustrator® CS3-CS5

(Please contact us if you wish to send art in another program.)

SAMPLE:

Please either E-mail a composite pdf file, or mail a color proof of your bag along with the files you submit.

TEMPLATES:

When submitting an Ad bag file please use the appropriate bag template. (Please follow the inner guides to ensure proper printing of your bag.)

TYPE:

To guarantee the legibility of the copy, please re-typeset ads whenever possible. Jpgs and tiffs print in pixels and can be hard to read and have jagged edges.

Please convert all of your text to outlines before sending.

COLOR:

We print using spot colors, not CMYK so please apply Pantone Coated colors in your file. Any colors not indicated on our Ink List will incur an \$80.00 charge. Use the Separations Preview window to make sure that each color is only showing up on one separation.

IMAGES:

Keep in mind that vector art will print with smooth edges whereas jpgs and tiffs will print in dots at an 85 line screen. How your images print will depend on the quality and the resolution you send them in. Do not compress images when saving your files. It is best to include all linked images/photos separately from your file. If they are embedded, we cannot make any adjustments to them so please make sure all images follow these guidelines: All images/photos should be at 300 dpi, 150 dpi minimum. Keep in mind that resolution goes up when an image is scaled down and it goes down when an image is enlarged. Please be sure tiff and jpeg images are grayscale in Photoshop before placing them into your layout. You can change the color in Illustrator or Indesign. This rule also applies to images that will remain black.

Also be sure to clean up the areas around the image that are supposed to be white. Our plates can pick up a 2% dot and it will make your image look dirty.

PHOTOGRAPHS:

Photographs look best when they are continuous tone images so please make sure photo levels are between, 2% and 85%. You can check these levels, by using the eyedropper tool while looking at the info palette in Adobe® Photoshop. If the photos are not at the correct levels, then use the Curves option (A1 & A2) to correct it.

