

## Artwork Specifications

- Templates** Artwork templates are available on our website at [discinc.com](http://discinc.com); please contact your sales rep for the correct template for your project. Please do not submit your final art with any of the template lines or type on them. If you would like to place the template lines on a separate layer and save it with the file so that we may turn off the layer before printing that would be acceptable.
- Color Matching** You can expect the highest quality on all of your projects produced by Disc, Inc. Due to the variables involved in designing, displaying, proofing and printing color, an exact color match to your expectations cannot always be achieved. All four-color process work will require a color proof. If you do not provide us with one, we will provide you with only a PDF proof to sign off on. Due to variations in computer monitors, color in PDF proofs may not display accurately. CMYK and gradient art may appear different on the finished piece than on the proof.
- Applications** We are PC based but can accept most Mac files. We print from the following programs:
- |                       |                      |
|-----------------------|----------------------|
| <u>PC</u>             | <u>Mac</u>           |
| Corel Draw 11         | Illustrator 9 and CS |
| Illustrator 10 and CS | PhotoShop 6 and CS   |
| PhotoShop 9 and CS    | Quark Express 6      |
| Quark Express 4       | InDesign CS          |
| InDesign CS           | Freehand 9           |
| Publisher 2003        |                      |
- We can also accept most .eps, .tif, .jpg and high resolution .pdf files as well.
- Fonts & Linked Images** Please make sure to include any fonts or linked images used in the design of your artwork. You may convert the fonts to curves, paths or outlines to protect the type in your file.
- Colors** All graphics must be labeled by it's PMS color or CMYK. RGB files will not print correctly and will be converted to CMYK. Do not label your graphics by just "red" or "blue". We will need the actual PMS number associated with the color that you would like printed. Please find this color in the coated formula guide. All uncoated PMS colors will be substituted with the same coated number.
- Resolution** All graphics must be 300 DPI or greater at actual size. Files which begin at 300 DPI but are enlarged to fit the specifications will have a reduced resolution in the final output.
- File Transfer** You may email your electronic files to your sales rep if the file size is less than 2MB. Disc, Inc. also offers a secure site for transferring files electronically via our website at [discinc.com](http://discinc.com) If you have any problems please give us a call.
- Caution** Do not use PhotoShop for spot color layouts as PhotoShop does not support spot colors. Text in PhotoShop does not screen print as crisp as Illustrator or other layout programs. For best results, create your photo background in PhotoShop and import that graphic into Illustrator for text layout.
- Pre-flight** Pre-fighting will be done on all jobs. Mistakes that can hold up production include incorrect trim, perf and bleed specifications, application version incompatibilities, missing fonts, improper trapping and improperly specified colors. Our pre-flight department will send you an electronic proof of your artwork that will be printed. Please be sure to check this carefully to check for any font substitutions, color conversions, etc.. Disc, Inc. will not accept responsibility for errors or omissions not noted on this proof.