

**In the best case scenario, we prefer to receive native Illustrator files with all placed images and type supplied, accompanied by a PDF or some other form of locked-down un-editable proof, which we can compare final art and copy to. Fully outlined files are a great alternative, provided that copy is not changing whatsoever. Outlined type becomes problematic when items are updated with any frequency, as new art would need to be submitted for each revision.**

*We can accept several forms of layout files, however Adobe Illustrator native files are first choice. High Resolution PDF files are acceptable, so long as type is converted to outlines. Live type in a PDF file tends to break bodies of copy into individual letters, and can become a problematic scenario. Files generated in Quark and InDesign are acceptable, but much easier to manage when pages are exported from these applications in the form of separate EPS files for each page required.*

- *Files need to be received to size, or scaled proportionately to the final. Placed images need an integrity of 300dpi at 100% scale.*
- *UPC Placement and size must be made clear. UPCs can be generated for you provided we are given placement location, encodation, and scale.*
- *If layout files for White plate generation are not provided, we will require instruction as to expectations.*
- **ANY AND ALL REVISIONS FROM ORIGINAL ART WILL BE CHARGED FOR**

**Hard copy layout, or at least un-editable digital proofs are critical to ensure copy and layout are correct. This scenario is exacerbated by layouts with multiple languages.**

- Collected Layout files, placed images, fonts and uneditable proof file
- Layout file with all type converted to outlines, (artwork, uneditable)
- Layouts are to-scale, per dieline
- UPC size, encodation and placement are clear
- Directions are provided for white backup plate
- All colors for job are indicated for separation
- All placed images are of appropriate resolution, for their scale
- All elements of the layout are visible, (no elements are hidden, or on invisible layers)
- Hard copy, or uneditable digital proof supplied to guarantee final match

#### **PRINTER SPECIFICATIONS**

TRAPS: **0.015"**  
PULLBACKS: **0.015"**  
BLEEDS: **0.0625"**  
MIN POSITIVE TYPE: **3pt**  
MIN REVERSE TYPE: **4pt**  
COPY LIMITS: **0.125"**  
MIN POSITIVE LINE: **0.50pt**

MIN REVERSE LINE: **0.75pt**  
MIN TRAPPING KEYLINE: **0.50pt**  
MIN DOT: **1%**  
REWIND:  
UPC BWR:**0.0035"**  
**ADDITIONAL SPECS:**

#### **FINAL FILES**

FINAL FILE: **Illustrator native, or 1 Bit Tiff locked-files**  
RESOLUTION: **300dpi at 100% for all placed artwork. 2540 for final tiffs**  
COMPRESSION: **none**