Incoming Artwork File Guidelines
June 2010

All artwork submitted to Consolidated Printing should be produced in the following software programs, when possible: **Adobe Indesign**, **Quark Xpress** or **Adobe Illustrator**. Adobe Photoshop should be used for graphic elements only. Graphics created in Photoshop utilizing layers should be supplied with all layers intact, as opposed to flattened files.

PDF - PDF files are not recommended for use as production artwork. The PDF format has few options for making even simple edits to artwork. PDFs of small logos and individual graphics are OK.

Vector-based art - Logos and graphics will print much sharper if supplied in a vector-based format like Illustrator EPS or AI file, as opposed to a pixel-based format like TIFF or JPEG.

Pixel-based images - Photos and other pixel-based graphics should be supplied as TIFF or Photoshop EPS. High-res JPEGs are OK as long as they are not being enlarged. Resolution should be at least 300 dpi. GIFs, low-res JPEGs, and any images copied from a web page will not reproduce well, and cannot be used.

Bleed - Any artwork that extends to the final trim must extend past the trim by a minimum of 1/8 inch.

Linked vs. embedded images - Artwork should be supplied with all placed graphics linked as opposed to embedded, and individual graphic files should be sent in addition to the composite artwork.

Fonts - We require all fonts used in your artwork. This includes fonts used in individual graphics.

Printouts - If artwork is sent on disk, please furnish printouts of the pages to be output, making sure that page information, crop marks and registration marks show on the printout.

Supported File Formats:
QuarkXpress Version 8 or earlier
Adobe Illustrator, Photoshop, Indesign: Version CS5 or earlier
PSD, TIFF, EPS, AI

Unsupported file formats - The Art Department cannot reproduce these file types: Microsoft Publisher or Power-Point, Excel, CorelDraw, or CAD. Below is a list of usable and unusable files by extension type.

Usable if extension is:	*Unusable if extension is:*
.qxd, .indd, .eps, .ai - *This file type can be modified in Quark, Indesign, Photoshop or Illustrator*	.cdr - *Corel Draw file*
.tif, .jpg - *Good if 300 dpi at actual size* **ONLY**	.xls - *Microsoft Excel - for Imprint Data* **ONLY**
.psd - *Good if 300 dpi, CMYK and layers left intact*	.ppt, .pub - *Microsoft Powerpoint and Publisher*
.pdf - **FOR PROOFING ONLY** - *not good for production*	.pcx, .bmp - *low resolution graphic*
	.gif - *low resolution web graphic*

We accept saved artwork via CD, DVD, email and ftp. Send digital files up to 10mb via email to the your Sales representive. If you need to submit files via our ftp site contact your Sales representative. This ensures that files are assigned to the correct job for production. Please contact your Sales representative with any additional questions regarding file submission.