



Electronic Artwork Submission Requirements

FILE FORMATS AND COMPATIBILITY

Our art department is Macintosh-based. We use the following application programs: Adobe Illustrator, Adobe Photoshop, Adobe Acrobat, Adobe InDesign, QuarkXpress. If you do not use one of these programs, please let us know what program(s) you do have and we will help you put together your artwork so that we can use your files on our system.

SILK SCREEN OUTPUT

Acceptable art files for screen print should be *vector-based* artwork.

We can use files in the follow formats:

Adobe Illustrator native format (.ai), encapsulated postscript format (.eps). This is “outline” artwork- bitmaps (jpef, gif, tiff, etc.) placed on a page and saved as *eps* do not work.

All programs other than Illustrator (including QuarkXpress, Freehand, Pagemaker), save or export the page to .eps with Adobe Illustrator compatibility with Macintosh preview.

All one-color bitmap artwork for screen print output must have a resolution of at least 40 pixels per inch at ACTUAL SIZE.

DIGITAL COLOR PRINT OUTPUT

Acceptable art files for digital print can be vector-based or raster-based artwork. Raster-based artwork such as photos, scans and other color bitmaps must have a RESOLUTION OF AT LEAST 150 PIXELS PER INCH AT ACTUAL SIZE.

We can use files in the following format:

Adobe Illustrator native format (.ai), encapsulated postscript format (.eps). Photoshop (.psd), .tiff, .jpeg, or .bmp. *Adobe Acrobat PDF files are acceptable as long as all fonts/text are CONVERTED TO OUTLINES PRIOR TO SAVING AS A PDF and graphics used in the original design are included or embedded.*

FONTS

In order to avoid delays or problems processing artwork, *all text in your artwork must be converted to outlines prior to saving the file to be sent.*

If you are unable to do this, you must supply a copy of the Macintosh font(s) used in your file along with your artwork. If not, you must provide a clear printout of the text in your design so that we can make the closest match possible to the font(s) used.

EMAIL and FAX SUBMISSION

- Send your e-mail with artwork attached to: artwork@displaysales.com .
- In the subject line, *identify your company or community.*
- In the text of your e-mail message, you must include your name, company/organization, and address.

DISC-BASED SUBMISSION

If your artwork contains very large color graphics, such as scanned photos, save the artwork and all the necessary files on a disc or CD (cdr, cdrw), and send the media to Display Sales. Be certain to include your name, company, address, telephone number, fax number, and e-mail address. Please include a clear printout of your design along with the disc or CD, showing exactly how the design should appear.