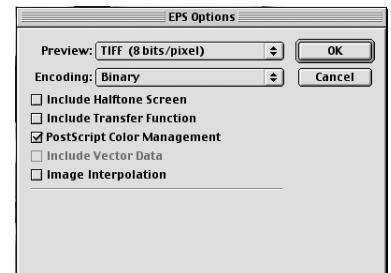
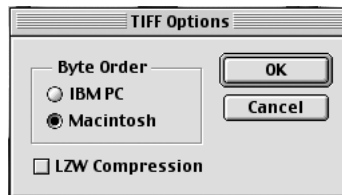
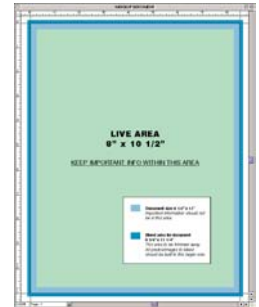


PRINTMASTER

HELP US MEET YOUR DEADLINES BY FOLLOWING THESE SIMPLE, YET ESSENTIAL SPECIFICATIONS.

YOUR DIGITAL FILES / DISK MUST CONTAIN:


1. A document built to 100% specified size for output built in a page layout program (Quark or PageMaker) or vector programs (InDesign, Illustrator or CorelDraw). Please do not float in an oversized document and add your own crop marks/registration. For InDesign, Illustrator or CorelDraw, please convert all type used to paths/curves and save or export as Adobe Illustrator *.eps format. Be sure to include 1/8" added to all sides for bleed if applicable.
2. Maintain at least a 1/8" to 1/4" margin from Trim edge to prevent text and/or graphics from being cut off. Keep all important info within live area [ex: for an 8 1/2" x 11" flyer: live area = 8" x 10 1/2"]. For HANGTAGS, please read HANGTAG instructions with diagram.
3. All artwork used, AND only the artwork used for the document output. For optimum output quality, images should be 100% size used and at least 300dpi. Bitmap/Line art Tiff images should be 600 dpi or 1200dpi.
4. All FONTS (screen & printer fonts for Postscript/MAC OS) used for document output.
5. All color images/photos placed in document should be 300dpi saved in CMYK format - NOT RGB. ***Especially if output document will be PDF.***
6. All B&W images (photos) should be 300dpi saved as Grayscale - NOT RGB or CMYK.
7. All placed images must be saved as EPS or TIFF format for imagesetter output. B&W Bitmap images to be saved as TIFF format. DO NOT USE "LZW COMPRESSION" WHEN SAVING TIFF FILES. For Photoshop EPS files containing clipping paths, please do not select JPG preview when saving. *Please follow these diagrams below when saving your files.*
8. The latest Hard Copy printout to size, should accompany all jobs. Mark on hard copy where folds/scores are positioned. A mockup/printer dummy is also recommended.




** NOTE: Laser and color inkjet prints do not always reflect true final Color representation or Postscript Film output separations. To check spot color separations, print separations of file for output before sending to Printmaster. RGB, Index Color, and Lab Color cannot be color separated and are recognized as black only. BMP, JPG, PCX, PUB, WPD or DOC files and True Type fonts cannot be recognized nor processed by an Imagesetter. **Please note that files are accepted as is. Printmaster will not be held responsible for incorrect file structure. Reruns due to the result of incorrect file structure are billed at full rate and subject to additional production charges. If there is an alteration to any file(s), then additional charges will be incurred. Charges for layout and design of items and/or color separation at a rate of \$25 per 30 minutes (minimum charge \$25). Color proofs will be supplied upon request for an additional charge.**

LIVE AREA
8" x 10 1/2"

KEEP IMPORTANT INFO WITHIN THIS AREA

 **Document size 8 1/2" x 11"**
Important information should not be in this area.

 **Bleed area for document**
8 3/4" x 11 1/4"
*This area to be trimmed away.
All photos/images to bleed
should be built to this larger size.*