

Graphic Guidelines for Art Submitted on Electronic Media

4 Color Process - Offset

Art should be placed according to the actual dimensions of the product you want. If you are not sure of the dimensions, please see our Layout Specification pages or call to request a digital template. To insure the output we create from your files is accurate, please include copies of all printer and screen fonts used in your document. You can also convert text to paths (outlines); however, we will not be able to make any corrections if you use this option.

PC users, please send both the .PFM and .PFB files (Postscript). We do not recommend using TrueType fonts but if you must, please send the .TTF file from your c:\windows\fonts directory.

Colors should be specified as spot or CMYK colors. If printing four color process, specify as CMYK only. If white is to be printed, please modify a light spot color and change the name to printing white. Please keep all color names consistent through all files.

Software:

We accept art prepared on either Mac or PC platforms.

We support the following software:

- PageMaker 6.5 & 7.0
- Illustrator CS & CS2
- Freehand 10
- Photoshop 8.0 (send flattened & layered files)
- Quark Xpress 5
- InDesign CS

**Binder templates available for standard sheet size vinyl binders at www.bellbinders.com

Scanned or Created Graphics:

Please save in either TIFF (no LZW compression) or EPS format. For 150 line screens, create scans at 300 pixels per inch.

Embedded Files:

If you embed a file into your document that includes screen tints/halftones, DO NOT specify screen line count or angle in the embedded file.

Bleed-off Prints:

When creating art for bleed-off prints, extend the art 3/8" past the top and bottom and/or 3/8" past the left and right edges of the binder. For bleeds that stop in the hinge, extend the art into the hinge 1/16".

What to send with your job:

- 100% laser proof, printed as separations for more than one color.
- All screen and printer fonts (PC users-.PFM and .PFB files) used
MAC users - send just the actual fonts used in your document-not the entire suitcase
- Copies of all placed files (EPS, TIFs, etc.)
- Copy of your art file

Emailing Files:

If you are going to email your files, please use a compression utility (Zip for PC users and Stuffit for Mac users). Make sure your compressed archive includes all placed graphics and copies of your fonts (Mac users: only send individual fonts that are actually used in your file – do NOT send the entire suitcase).

So we know we are producing your art accurately, please fax a copy of the art to 800-500-1745
Attn: Chris

Email to: chris@bellbinders.com