

Graphic Guidelines for Art Submitted on Electronic Media

Screen Printing

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 (both are available at www.bellbinders.com). 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 as Pantone® colors. **DO NOT USE CMYK COLORS.** 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 7.0 (send flattened & layered files)
- Quark Xpress 5 **
- InDesign CS

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

Screen Tints/Halftones:

Screen rulings must be less than or equal to 85 lines/inch. To lessen the possibility of moiré, halftones and tints should be prepared at a 12° angle from horizontal. If you are providing us with films, please specify the line count and angle to your image setter.

Halftone and screen tints must be created with tonal range between 10% and 85%.

Scanned or Created Graphics:

Grayscale tiffs should be created at 300 dpi. If image has any added text or graphics, please scan at a minimum of 600 dpi (1200 dpi would be best). All other graphics should

be scanned at a minimum of 600 dpi (1200 dpi would be best).

Trapping:

Because our needs are different from offset printing, please send your files without trapping. Our customer service representative will contact you with any additional charges required for trapping. If you are sending film positives (right-reading, emulsion up), a trap of 1 to 1 1/2 points should be applied.

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 3/16" 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