

## General Information & Artwork Specifications

1. Artwork Specifications
  - a. Electronic Art Preferred
  - b. PC or Macintosh
2. We accept the following art formats (300 DPI or higher):
  - a. Adobe Illustrator up to version CS2 (.AI, .EPS)
  - b. Photoshop up to version CS2 (.PSD)
  - c. Adobe Acrobat PDF (.PDF)
3. We do not accept low-resolution files: .BMP, .GIF, .TIF & .JPG
4. When electronic art is not available please provide a copy of your business name and logo/artwork.
  - a. Black and white slicks are best for reproduction. If a slick is not available, letterhead, envelope, business card, previous plastic cards, menu, brochure, etc., can be used to scan an image. Do not staple, paste over or fold the artwork.
5. Convert all text to curves or include fonts
6. When laying out artwork, leave 1/8" between print and cut lines (including hole)
7. Full bleed images must be extended 1/8" beyond the cut lines
8. Provide PMS colors when available
9. E-mailed proofs
  - a. Colors viewed on a computer monitor are not an exact match of the printed product.
  - b. Please allow for slight variations in the finished product.
10. Production
  - a. Proofs are provided in 3 business days.
  - b. Production does not commence until written approval of the proof is received.
  - c. Please allow approximately 5-10 working days for production of your product.
11. Over and Under Runs
  - a. 10% over or under runs of custom printed orders are standard policy and invoices will reflect the amount shipped.
12. Returns & Liabilities
  - a. Claims for defects, damages, or shortages must be made by within 3 business days after delivery. If no such claim is made, we and the client will understand that the order has been accepted. By accepting the order, the client acknowledges that our performance has fully satisfied all terms, conditions and specifications.
  - b. Orders may be cancelled prior to press time or during production but the client will be billed and/or charged for time and materials at current rates.
  - c. Equipment, supplies and accessories cannot be returned without a return authorization number form.
  - d. A 15% restocking fee will be charged for authorized return goods. All products that are not suitable for customer use must be reported within 24 hours of receipt of the materials.
  - e. We reserve the right to feature any product in its advertising or promotional material, unless otherwise specified by the customer in writing.