www.plicards.com

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Specifications for Customer Supplied Artwork

Software Applications

PLI's Prepress Department is Mac-based. We accept artwork created in most industry-standard software applications, including the current versions of **QuarkXpress**, **InDesign**, **Illustrator** and **Photoshop**. Please do not submit Microsoft Word, Excel, Power Point or Publisher files. High resolution PDFs are accepted – please make sure files include bleed and a directional arrow. If you have questions about an application not listed here, please call.

File Information • Formats

- Please submit vector artwork whenever possible.
- If creating artwork in Photoshop, please submit layered, CMYK files. Resolution should be 300 at actual size.
- Do not send low resolution images from the internet.
- Supply all necessary fonts and images. Collect for Output (Quark) or Package (InDesign) your documents to ensure everything is included.
- All type should be at least 6pt. in size. To be legible, reversed type should be at least 8pt.
- Artwork using PMS colors and Photoshop monotone or duotone files are accepted.
- Keep all non-bleed elements (logos, arrows, etc.) ⅛" inside all edges of the keycard.
- Bleed, if applicable, should extend 1/16" beyond the edges of the card.
- All rules and outlines should be .5 pt. or greater.
- Spot colors can be converted to CMYK but cannot be guaranteed to match the specified PMS color when printed as process.

Scanning

- We offer high resolution scanning for slides, transparencies and photos.
- Slicks are accepted for 1-color artwork only. Please provide high resolution originals (1200 dpi or higher).

Artwork Mailing Instructions

- Please supply color approved printouts or samples for color match.
- Specify Spot/PMS colors.
- Include contact name, company, phone number and email.

Artwork Emailing • FTP Instructions

- Compress artwork (Stuff or Zip).
- Email attachments must be less than 5 Mb and should be emailed to your customer service representative. If you do not have one, please call.
- Larger files can be submitted via an FTP link on our web site – **www.plicards.com**. Click on the "Submit Artwork" link at the upper right of the home page or the "Upload" link at the bottom. On the subsequent page, fill out the information fields (include your sales representative's name if you know it) and click the browse button to select your artwork file. When you click the "Submit" button your artwork will be uploaded to our Graphics Dept. and you should receive an email confirming receipt.

Contact Information

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