

ARTWORK GUIDELINES

Introduction

Please follow these basic guidelines to ensure proper processing of your order without delay. If any fonts or files are missing, or are in the wrong format, your order may be delayed until those files are provided to us and in the correct format.

Please compress files before sending to eliminate corruption over the Internet. We accept stuffed files (SIT extension) or zipped files (ZIP extension). Zipped files cannot be password protected or encrypted.

Logos

We prefer logos to be in Illustrator or Freehand EPS format with all fonts converted to outlines/paths.

Logos that come in on disk should be color separated the way they are to be used i.e.: if the logo is to be 2-color, it should be presented on the disk as such – as is also the case with 3 & 4 colors.

Please make sure that the file contains the correct PMS colors and that the colors are also clearly marked on the separated printouts. If the file is to be printed in four-color process (cyan, magenta, yellow and black used to create the appearance of a range of colors), please make sure that the file is set to Process CMYK in the color setup area.

Formats for Printing (Listed in order of preference)

- EPS(f) – Use with any one or more color artwork. **Send it in original format (Freehand or Illustrator).** Please convert all text to outlines/paths. Macintosh fonts may be substituted if PC disk is supplied and artwork is in an editable format.
- TIFF – Use with black & white/grayscale or four-color process. (no low-res Internet artwork can be used).

Files not for Printing

- GIF – A file format used on the Internet only.
- WORD DOCUMENTS
- JPEG

Applications & Formats:	PC	MAC	Media
<ul style="list-style-type: none"> • QuarkXpress • Adobe Illustrator • Adobe Photoshop • Adobe Pagemaker • Macromedia Freehand • Indesign 	5.0 or lower 10.0 or lower 7.0 or lower 6.5 or lower N/A CS2 or lower	6.0 or lower CS2 or lower CS2 or lower 6.5 or lower 8.0 CS2 or lower	<ul style="list-style-type: none"> • 100 MB Zip Disk • CD-Rom • Electronic (email)

Essential Elements

1. Printouts – All artwork must be accompanied by hard copy printouts or a pdf file (Always include color printouts or hard copy composite printouts of the job as well as laser printouts of each color separation, marked with the correct color). Files may also be sent electronically; however, hard copy printouts must follow or a pdf file must accompany artwork. A fee of \$25 will be charged for any artwork received without printouts or pdf. A fee of \$10 will be charged for each color printout. When sending files electronically please stuff these files to ensure quicker transmission and receipt of your email. Any design time spent correcting supplied art files will be billed at \$75 per hour.

2. Fonts – Please send your fonts, include both the printer fonts (Post Script Font) as well as the screen fonts (Suitcase Font).

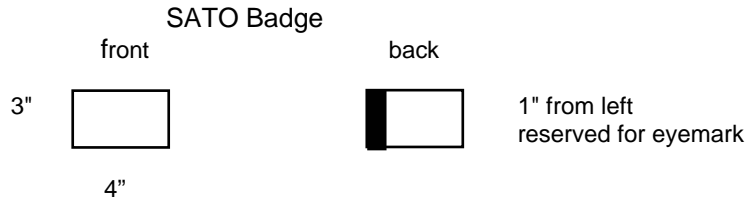
3. Supporting Art/Images - Electronic artwork must contain the original file, any embedded artwork, all supplemental logos/artwork. When sending EPS files, please include the original artwork files (**no Internet web art**) and all fonts used to create the EPS. No RGB saved files. Our standard line screen is 133 lpi. Color and grayscale photos need to be at a resolution of 300 dpi. Line art scans should be at least 1200 dpi for the best quality. Do not set type in pixilated programs such as Photoshop. This creates bitmapped edges. Instead, use a vector application such as Freehand or Illustrator. If this standard is not met, your job will appear grainy and bitmapped.

A. SATO Badge (Standard Size 4" x 3")

Macintosh file with a printout sample (SEE SPECS FOR ELECTRONIC ARTWORK ON THE PRECEDING PAGE)

Additional SATO Information:

- Bleeds should extend 1/16" beyond actual size of the badge. On Sato badges, only extend bleeds on the left and right sides.
- Logos/Artwork cannot extend lower than 3/4" from the top to allow space for name imprints. Anything printed at the bottom cannot extend more than 1/2" from the bottom. Screened or watermarked backgrounds are acceptable.
- On the back of the sato please leave 1" from the left blank.

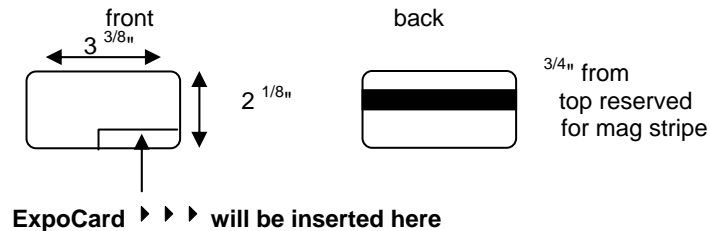


B. ExpoCard (Standard Size 3 3/8" x 2 1/8")

Negatives and PC files are not acceptable for ExpoCards
 Macintosh file with a printout sample (SEE SPECS FOR ELECTRONIC ARTWORK ON THE PRECEDING PAGE)

Additional ExpoCard Information:

- Leave 3/8" at the bottom right of the card without graphics. "ExpoCard ▶▶▶" will be printed in the bottom right hand corner to indicate the direction that the card is to be inserted into the reader.
- Bleeds should extend 1/8" beyond actual size of the ExpoCard. On ExpoCards, extend bleeds on all applicable sides.
- Also when designing artwork please keep in mind that the corners are rounded.

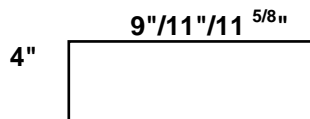


C. Carrier (Standard Size 9" x 4") or Extended Laser Carriers (Standard Size 11" x 4" or 11 5/8" x 4")

Macintosh file with a printout sample (SEE SPECS FOR ELECTRONIC ARTWORK ON THE PRECEDING PAGE)

Additional Carrier Information:

- Bleeds should extend 1/8" beyond actual size of the carrier. On carriers, extend bleeds on all applicable sides.
- If name and address are to appear on the carrier and show through a window envelope please leave a blank area of 3 1/2" w x 1" h positioned 1" from left and 1/2" from bottom.



D. Envelopes (any size)

Macintosh file with a printout sample (SEE SPECS FOR ELECTRONIC ARTWORK ON THE PRECEDING PAGE)

Additional Envelope Information:

- Leave 3" at the top right of the envelope without graphics for postage.