

GUIDE FOR SUBMITTING PRINTABLE DIGITAL FILES

PLEASE READ TO AVOID DELAYS WITH YOUR FILES

PREFERRED FILE FORMAT:

A PDF is the best format in which to submit your artwork. When created properly, a PDF can eliminate many of the problems usually associated with native application files. Our Art Department has the ability to edit PDF files, however proper PDF creation can greatly speed up the order process.

Please be sure your PDF file meets the following standards:

- All images have a minimum resolution of 300 dpi
- The PDF is built to the correct finished size (for bleeds allow a 1/8" symmetrical bleed box)
- All fonts are embedded or subset (see more about Fonts below)
- All colors and spot color definitions are properly designated.
- We also require a sample or print out of your final job to ensure an accurate output.

OTHER SUPPORTED APPLICATIONS:

QuarkXPress
Pagemaker
InDesign
Adobe Illustrator
Photoshop
Freehand
Adobe Acrobat

IF SUBMITTING NATIVE APPLICATION FILES, PLEASE NOTE:

FONTS: Supply all the fonts used in your document. We accept PostScript, Open & TrueType fonts. Please note that PostScript Fonts are made up of two files, a Screen Font and a Printer Font. Both fonts must be included for the project to print correctly. Convert EPS files fonts to outlines. We are Mac based therefore PC fonts can not be accepted.

TYPE STYLES: Do not use the 'type styles' provided by your layout application (such as 'Bold', 'Italic', 'Outline', etc.) For example, only bold your type by selecting the bold version of the font. (ex: rather than creating a bold Helvetica by hitting the "bold" button, go to your font menu and select 'Helvetica Bold'.)

EPS GRAPHICS: (Vector Based) Convert all of your typesetting to paths (or outlines) when saving EPS graphics out of Illustrator or Freehand. This will minimize font problems during the processing of your file.

LINKED IMAGES: When sending native files, also provide all external image files. All images must be in CMYK, grayscale, or bitmap color modes. Images must be saved in either TIFF or EPS format. We suggest all final images have a resolution of at least 300 dpi. Bitmap (1-color) files such as logos and line work should be 600 dpi. JPG files can ONLY be used when printing in 4-color process and they must have a high resolution.

Be sure to update your links in the layout files whenever you alter any of the original images. Many programs, such as QuarkXpress & Macromedia Freehand have a feature called "Collect for Output" which can help you gather your fonts & images for project submission. See your user's manual for a description of this function and how it works.

MEDIA ACCEPTED: (PC & Macintosh) CD, DVD, 100MB Zip, 3.5" floppy. Files under 10MB can be emailed to artwork@datatelcorp.com. Customers can also create an account at our website (www.datatelcorp.com) and upload files directly to our FTP site.