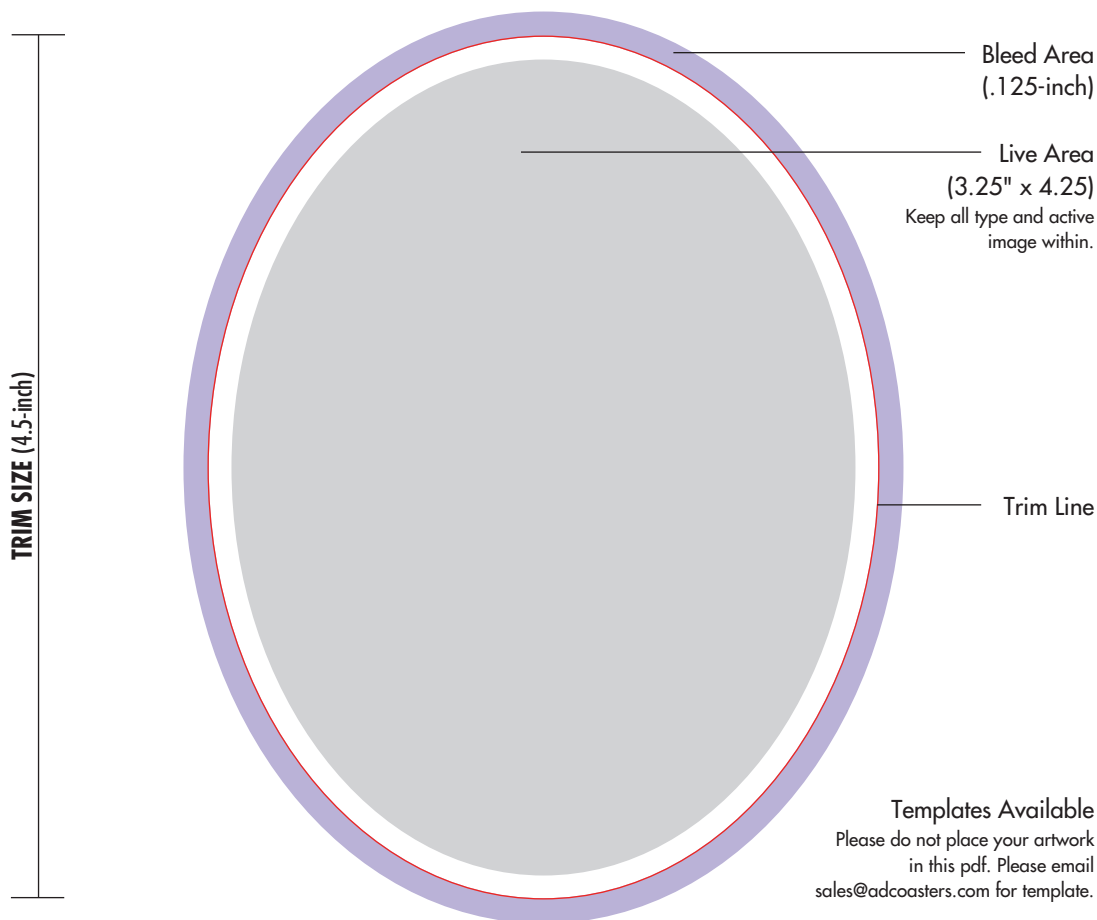


Mechanical Requirements



Standard 3.5" x 4.5" Oval

Acceptable Applications (in order of preference)

- Adobe Illustrator (CC and lower)
- Adobe Photoshop (CC and lower)
- Adobe Acrobat Press-Ready pdf (X-1a)
- QuarkXPress (v.11 and lower), Mac only
- Adobe InDesign (CC and lower)

Unacceptable programs include, but are not limited to: Corel Draw, Microsoft Publisher, Microsoft Word and PowerPoint. Macromedia Freehand and Adobe PageMaker may incur a conversion charge unless saved as a press-ready pdf. Supplying files in original application allows for us to make fine adjustments, if needed.

Scans/Digital Images

Continuous tone images (ie, 4-color seps, halftones) must have a minimum resolution of twice the output screen ruling (ie, images to be output at 133 lpi screen must have a 266 ppi resolution at 100%). All line art must be at 1064 dpi or higher. Save all images as CMYK TIF files. It is preferable to link images to file vs. embedding them. Duotones and RGB photo files should be converted to CMYK. Rich Blacks should be built using the following formula: K-100, C-70, M-60, Y-55. Rich Blacks should be used in large areas only.

Fonts

OUTLINE ALL FONTS when using vector-based programs such as Illustrator. If outline is not possible, include both printer and screen fonts (Mac only). TrueType fonts are not acceptable unless they have been converted to outline.

Color Set-Ups

When selecting colors, please use those for UNCOATED paper (such as Pantone colors with a U at the end). Coated ink colors are impossible to match since pulpboard is uncoated stock.

Color Proof

Digital color proofs are available for Custom Run orders, please call or email for pricing. Colors proofs are not available for Gang-Run orders.

Acceptable Media

Zip (100MB) or CD. Collected files under 5MB can be emailed to sales@adcoasters.com. If emailed, please fax a laser proof to 503.241.9475 or include a pdf proof with your email. Or, ftp uploading is also available, please email sales@adcoasters.com for access information.

Shipping Instructions

Ship all materials via trackable carrier (FedEx, UPS, etc.) to:
AdCoasters Production Dept.
923 NE Fremont St
Portland, OR 97212 USA

If shipping materials, please label all supplied materials with: client name, contact person, phone number

Need Help?

We have an award-winning creative services department to prepare your artwork. Please call/email for pricing.