



Media Specification Sheet

7/11

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WELCOME

MEDIA SPECIFICATIONS

The information provided in this section will help you prepare your digital or hand-produced artwork for submission to us for printing. Following these guidelines helps expedite the production process. Art charges may apply if artwork does not meet the guidelines. If you have any questions, we would be happy to review your artwork and provide guidance. Please contact our office at 808-845-3262 during normal business hours or submit questions through our online contact form. Mahalo!

GUIDELINES FOR SUBMITTING ARTWORK

- All submissions must be accompanied with a to-size hard copy (print-out) or electronic proof (png, jpg, or pdf file) showing the finished artwork.
- We are not able to accept PDF files as camera ready artwork. Please save your artwork in the actual file type in which it was created. PDF files are used for proofing purposes only.
- Artwork should include any linked and embedded graphics and images.
- All images should be sized at 100%
- Camera ready artwork should be clean and sharp. Copied and enlarged images (especially those from websites) do not reproduce well.
- If your artwork bleeds off edges, please extend your art approximately 1/8" outside the edges.
- Colors should be CMYK or grayscale. However, Pantone spot colors can be specified based on printing process selected.
- Artwork to be printed on our digital press should be prepared as CMYK 4-process colors.
- Leave artwork in native format. (ie Do not create art in Illustrator, save as an eps file, then import into Quark Xpress. Leave the art in Illustrator form.)
- Use vector graphics for clean linework and edges.
- Original artwork should be presented whenever possible.
- Optical resolution should be twice that of the final output resolution (ie 300 dots per inch for 150 lines per output)
- Photoshop – files should be saved as CMYK, grayscale or bitmap .tif or .psd.
- Illustrator/Freehand – convert all fonts to outlines/paths; save as .ai or .fh files.

FILE TYPES ACCEPTED

Digital (computer) generated artwork is accepted from the following programs (submit files in native format).

MACINTOSH

- Adobe Photoshop CS5 and earlier
- Adobe Illustrator CS5 and earlier
- Adobe InDesign CS5 and earlier
- Macromedia Freehand 10 and earlier
- Quark Xpress 6.0 and earlier

WINDOWS

- Adobe Photoshop CS3 and earlier
- Adobe Illustrator CS3 and earlier
- Adobe InDesign CS3 and earlier

TRANSPORT MEDIA

Artwork can be submitted on any of the following media types:

- USB Flash Drive
- CD-ROM
- DVD-ROM
- Compact Flash Cards
- SD, miniSD, microSD Cards
- Memory Stick, Memory Stick Duo

EMAIL & FTP

Files under 10 mb can be emailed to art@danalabels.com. Larger art files may be sent by FTP. Please call 808-845-3262 for ftp username and password. Once art is submitted, please be sure to contact the art department to confirm receipt of your email or ftp.

ADVANCE ARTWORK SPECS

Please feel free to contact us to discuss any your art specifications. In most cases, it is best to call before creating your artwork.

You can also visit our website: www.danalabels.com and go under RESOURCES *Media Specifications* for a detailed version of our art specifications.

For any current updates, check our website: www.danalabels.com.

Thank you for using Dana Labels.