



Media Specification Sheet

3/13

1920 Colburn Street, Honolulu, Hawaii 96819
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WELCOME

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

- If you are submitting camera ready artwork, art files should be ready to go to print without making any adjustments or corrections to them. Files should be clean, sharp, and sized to the exact measurements. An art charge may apply if they need to be adjusted, corrected or resized.
- Images that are not vector should be at least 300 dpi. Ex: The optical resolution should be twice that of the final output resolution (ie 300 dots per inch for 150 lines per output). Note: Flat images that started with a low dpi can't be adjusted to have a higher dpi. Images should initially have been created with a high dpi.
- Art files should be set in a CMYK or grayscale file format. However, Pantone spot colors can be specified based on printing process selected.
- Photoshop – Depending on the type of printing (ex: one color, two color, or full color) image files should be saved as a .tif or .psd. in a CMYK, grayscale or bitmap file format.
- Illustrator/Freehand – We may not have the fonts you used so convert all fonts to outlines/paths; save as .ai or .fh files.
- All submissions must have a hard copy (print-out) or electronic proof (png, jpg, or pdf file) showing the finished artwork to the exact size. Note: Hard copy print-outs are best for matching colors. Electronic proofs will vary in color matching because of different monitor screen settings.
- We do not accept PDF files as camera ready artwork. Please send your artwork in the actual file it was created in. PDF files are used for proofing purposes only.
- Artwork should include any linked and embedded graphics and images. Note: Copied and enlarged images (especially those from websites) do not reproduce well.
- If your artwork has color printing to the edges, please extend your art approximately 1/8" outside the edge line.
- Artwork to be printed on our digital press should be prepared as a CMYK 4-process colors file format.
- Use vector graphics for clean linework and edges.

- Original artwork should be presented whenever possible.
- If your artwork will use spot varnish, emboss, or hot-foil stamp, please indicate the affected areas on your artwork. Additional vector shapes may be required.

FILE TYPES ACCEPTED

Digital (computer) generated artwork is accepted from the following programs (submit files in native format). If you don't see your art program listed, feel free to call us to check if we will accept it.

MACINTOSH

- Adobe Photoshop CS6 and earlier
- Adobe Illustrator CS6 and earlier

WINDOWS

- Adobe Photoshop CS3 and earlier
- Adobe Illustrator 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 of 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.

Note: Please proof your artwork thoroughly. Customers will be held responsible for any errors found during printing.

Thank you for using Dana Labels!