

production **art** departments **specifications**



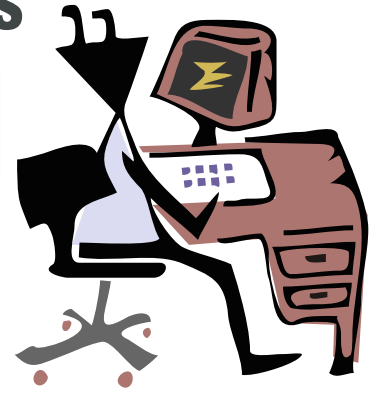
Artwork Media Accepted:
E-mail, Zip/Floppy, CD, DVD, Camera Ready Artwork*

Order of File Preference:

Vector files: .cdr, .eps, .ai, .pdf,

Bitmap files: .tif, .psd, .bmp, .jpg, .gif

MS Office files: .doc, .xcl, .txt,



Artwork-Vector files:

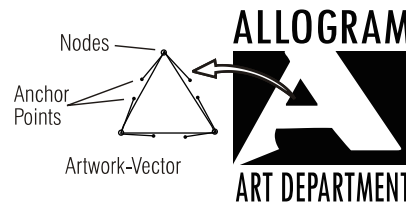
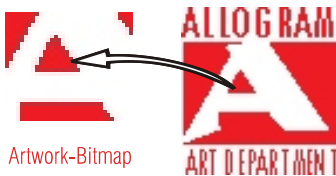
Vector arts (generally cdr, ai, eps and most pdf files) are comprised of nodes and anchor points that control the lines/curves that make up the objects shape. These files are optimal because they maintain smooth edges/consistency while being adjusted for award layouts.

Artwork-Bitmap files:

Bitmaps are acceptable, but should be no lower than 300 dpi (600 dpi is preferred).

The term "dpi" refers to how many "dots per inch" that make up the image file.

Internet artwork is created for monitor viewing (72 dpi) and is not acceptable artwork.



Artwork-MS Office files:

Microsoft Office files (generally doc, xcl, and ascii text files) are standard support files for personalizations and general copy. Bitmaps placed within must still be up to specs listed.

Font Conversion

Make sure all fonts are identified (i.e.: Times New Roman, Arial) and converted to vector artwork (depending on program used: convert to either "Outlines"/"Curves"/"Paths")

*Camera Ready Artwork

Camera ready artwork is black & white photostats, PMTs, or laser prints (600 dpi) in which all artwork/copy is complete and does not require any changes, additions, subtractions, enlargements, reductions or color separations.

Software Used & Software Extensions

Adobe Photoshop (crnt vr):
psd, tif, bmp, jpg, gif

Adobe Acrobat (crnt vr):
pdf

Adobe Illustrator (vrCS2)
(vr7 preferred): ai, eps

CORELDRAW (vr12):
cdr

Microsoft Word (crnt vr):
doc, txt

Microsoft Excel (crnt vr):
xcl

Artwork from
QuarkExpress (crnt vr):
qxd

must be converted in Quark
to an EPS file by using the
"File" menu function:
"Save Page as EPS"

Use Illustrator to
convert all fonts.

Please send all digital artwork to: art@allogram.com

Toll Free Phone: **1-800-784-7770** ASI Number: **30540**