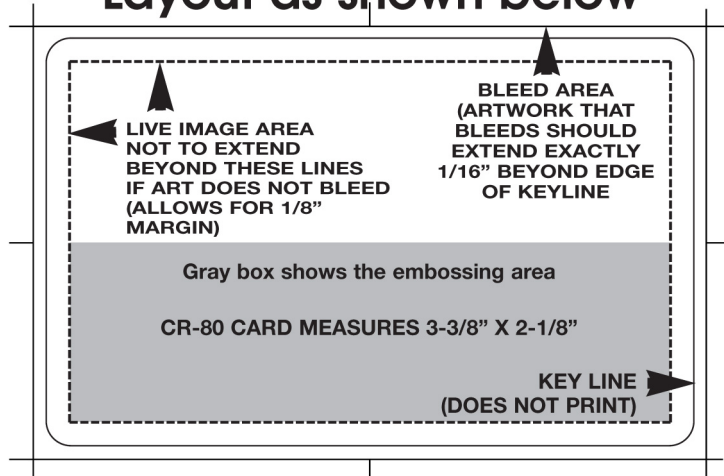


CE Gift Card Art Work Requirements

Electronic Pre-Press Guidelines

Layout as shown below



YOU MUST PROVIDE NATIVE WORKING FILES!

Software

If your software package is not listed, please call before sending your file. When using files created in a drawing program, please convert all type to outlines, curves, or paths (send all fonts in any case). Please note that Microsoft files are not useable (ex. Word, Excel, Powerpoint). Printed items such as samples and faxes will not be accepted as artwork.

Macintosh Software:

- Macromedia Freehand vMX
- QuarkXPress v7.2
- Adobe InDesign vCS3
- Adobe Pagemaker v7.0
- Adobe Illustrator vCS3
- Adobe Photoshop vCS3

PC Software:

- Same as Macintosh
- PC typefaces/fonts are not available on the Mac system.

Media

We accept files saved on the following media:

- 1.4 MB Floppy (3.5"): Mac or PC
- CD-ROM
- Email

Fonts & Graphics Required

Include ALL screen and printer fonts (suitcase and Postscript fonts) or convert type to outlines. Include ALL placed files, i.e; EPS files and their originals, TIFs, and Photoshop documents. Scanned images, line art and type, even if they are in color, must be scanned at highest resolution.

Placed Element Formats

Please save all elements in your files in these formats:

1. EPS (Mac or PC) - Use for vector art
 2. Tiff (Mac or PC) - Use for CMYK and Halftone Only
- Files saved in any other format can cause problems. DO NOT send RGB images. If we must change to CMYK, your image may change to an undesirable color intensity.

Placed Element Specs

1. CMYK & Halftone images should be scanned at 300 res (calculate for final size) for output at 150 lines
2. Line art should be scanned at 1200 res (calculate for final size)

Fonts

Font problems are common because of the large variety of font manufacturers. Please include all fonts and screen fonts used in your document to ensure that your job prints to your specifications (even the most common fonts).

Trapping

We use .4 pt for trapping in QuarkXpress. In Adobe Illustrator and Macromedia Freehand we set the trapping between 1 pt and 1.5 pt depending on the image. We can adjust or set the trapping for you.

Colors

Please make sure that your art colors are specified as you would like them to print. A PMS color should not be separated as process.

Client Checklist (Very Important)

- Are all of the files, support files and embedded files to be output on the disk?
- Did you make a backup of all of your files?
- Did you label all disks?
- Did you include a laser copy proof of all files?
- Did you include your screen and printer fonts?
- Did you indicate on your Print/Proof FPO?
- Did you link all graphic files and are they indicated on your print/proof?
- Did you indicate color elements - Pantone or CMYK values?