



Guidelines For Submitting Artwork

Dear valued customer,

To minimize artwork charges & job delays, and to maximize the quality of your finished product, please adhere to the following guidelines for submitting art:

General:

- **Original, editable electronic art with layers intact** is preferred (editable layers and fonts!) Minor changes to accommodate production requirements are not uncommon and can not be made with derivative formats such as .eps, .tif, .bmp, .gif or .jpg.
- **Vector art** created by drawing programs such as Illustrator produce a far cleaner product than scanned, bit-mapped or rasterized formats such as .tif, .bmp, .gif or .jpg. Vector art can be enlarged to any size without loss of resolution or a “jagged edges” appearance.
- **Scanned or pixel-based art** (such as .tif, .bmp, .gif or .jpg created by Adobe Photoshop or “paint” programs) must be at least 300 dpi (dots per inch) for complex color figures such as photos. 600 dpi is necessary for fine line art or text. Web art (usually at 72 dpi) is *not* acceptable for print applications. A rule of thumb is that an image should appear on your computer screen at least 3 to 6 times larger than its size on a printed page.
- **Formats not usable** include artwork created in consumer-grade art programs such as Microsoft Word, Works or Publisher. These programs are not designed for professional printing and can be used only as guidelines from which to recreate from scratch.
- **Please give us the name – or send copies – of ALL fonts used!** It can easily take an hour or more of chargeable time looking to find a font match from a print sample. Although we have access to thousands of fonts, we may not have yours. If you know the font name, that may suffice. It is nearly impossible to determine from a low-resolution web or fax image.

Acceptable Formats:

Acceptable formats are listed below. “v.” refers to the latest version supported.

Vector Art

- Adobe Illustrator v. CS4 or earlier.
- Macromedia Freehand v. MX or earlier.
- Otherwise an .EPS file format, an export option in most drawing programs.

Page Layout Programs (include fonts and any linked graphics.)

- InDesign v. CS4 or earlier.
- QuarkXpress v. 6.5 or earlier.

Pixel-based Image Programs

- Photoshop v. CS4 or earlier. Do *not* flatten; include *all* layers. Send copies of *all* fonts!
- Bitmapped file formats: .tif, .bmp, .png or .jpg with a resolution of 600 dpi or higher. A .tif format is the most accurate and complete (and largest file size) and is preferred.

Submitting Files:

Email: Files up to 10 Megs may be emailed to art@wcbs.com.

Via Web: Upload larger files at wcbs4printing.com/pages/upload.html.

Surface: Standard storage media: CD, Floppy Disk or ZIP Drive. (mac or pc format)

Camera-ready paper: Clean black and white line art on glossy white paper.

Note: All files sent electronically should first be archived (ZIP or SIT).

If you can not meet the above guidelines, we will do our best to work with the artwork you have within the time and money budgeted for the project.

Extensive **Help Files** are located on our wcbs4Color.com website.