



Print Media Technical Artwork Specification

ACCEPTABLE SOFTWARE

At Print Media, we have invested in the latest printing technology. This allows us to accept a variety of graphic files for both MAC and PC.

Original created file must be submitted in order to produce a high quality product.

- Macromedia Freehand
- Adobe Illustrator CS3
- Adobe Photoshop



NOT ACCEPTABLE FORMATS

- Do not send files in word processing applications such as Microsoft Word, Works, Word Perfect, Excel, Publisher and PowerPoint.
- Do not embed placed images in files.
- Do not use type smaller than 5pts. Anything less will not reproduce well.
- Do not flatten artwork files. Most files will need minor tweaking.
- WebGraphics as they cannot be used in artwork
- 1 mm bleed is required in every direction. Please make sure there is additional image to bleed past the finished size of the ticket

BITMAP FILES

When providing Print Media with a bitmap image, we ask that the resolution of your bitmap be no less than 300 DPI. All photographs need to be converted to CMYK. **RGB files cannot be used.** All files that are placed in applications need to be placed at 100% of their original value. Scaling an image will reduce the quality of the final product. Bitmapped files can be saved in several file formats. Below is a list of the file formats we require

- **EPS:** Encapsulated PostScript
- **TIF:** Tagged Image Format File
- **JPEG:** JPEG files need to be saved at the highest quality setting.
- **PDF:** Only vector based PDF files can be used

FONTS

Utilizing Freehand and Illustrator, please use the vector based application for converting fonts to paths. This will convert the selected font to a working line drawing, eliminating the need to supply the fonts. *Convert all fonts to paths/outlines.*

Avoid using fonts smaller than 5pt. If you are using small fonts as a reverse, please make the font **BOLD**.

SCREENING

Due to some limitations of the flexographic printing process, the minimum highlight dot in continuous tone images cannot be lower than 9%. Any screens less than 9% will not reproduce, leaving a hard edge and an undesirable look.

WHAT YOU SEE IS WHAT NOT NECESSARILY WHAT YOU GET

Because of differences in how colors are viewed, raw materials utilized in production, and how well your monitor is calibrated, what you see on your monitor may differ slightly from the finished product.

SENDING YOUR FILES

E-mail Files to:

All artwork files can be e-mailed to:
graphics@printmedia-inc.com

Mail files to:

Print Media, Inc.
ATTN: Graphics Department
9002 NW 105th Way
Miami, FL 33178

Sending your files via FTP:

Please contact your Print Media account manager for our FPT (File Transfer Protocol) instructions