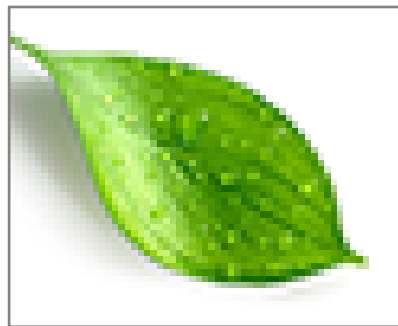# How should I send my artwork?

These guidelines are vital so we ensure your graphics look the very best!

1.) All logos must be in a vector format, saved in Adobe Illustrator, or an EPS File format only.
Sorry, internet logos and embedded raster images will not be used.

2.) All text should be converted to outlines or with the fonts provided. P.C. fonts only. All images must be embedded.

3.) Photographic images should be 300 dpi at the final size in the layout in either a JPEG, or Tiff file format.
Sorry, internet images will not be used.
a.) How an image is originally acquired will determine its resolution, and thus the
size it can print at for clear and crisp printing.
b.) Resolution and size (dimensions) are inversely proportional to each other.
If you enlarge an image, you lower it's resolution.

4.) You must provide either a printed proof, or PDF proof when submitting your artwork. This allows us to
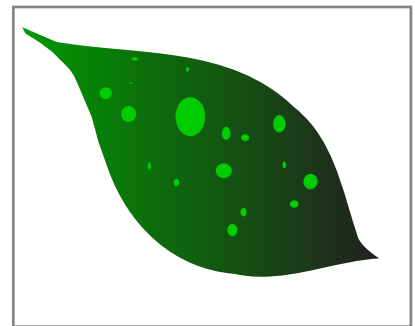check the files for the font, and color problems, missing links, etc.

*Good quality photo
clean edges*

*Low resolution photo
jagged edges*

*Vector Art
Art that can be scaled up or
down without losing quality*

Quick reference for files

:) *Thank you perfect !*

.ai - Adobe illustrator
.eps - Encapsulated Post Script
.tiff or tif (refer to #3)
.jpg (refer to #3)
.doc - Word Document - text only
.psd - Photoshop Document
.zip - Windows Compression Format

Sorry these will not work. :(

.ind - In Design
.qxd - QuarkXpress
.ppt - PowerPoint
.art - AOL compressed image or clip art file
.gif - Graphic Interchange Format
.vsd - Vision Drawing File
.png - Portable Network Graphics