



e-k media

The only disc and tape replication center you'll ever need

**Electronic Artwork Specifications for offset printing
booklets, traycards, and other printed matter
September 7, 2002**

Please provide artwork that conforms to these specifications to avoid potential rework, delays and expenses with your order.

1. Please supply electronic artwork in one of the following programs. Either Mac or PC files are acceptable.
 - Adobe Illustrator
 - Adobe Photoshop
 - Quark Express
 - In Design
 - Pagemaker
 - Freehand
 - Corel Draw and Corel Paint

2. Adobe Photoshop files are to be CMYK, Grayscale, Duotone or monotone format, saved as PSD or unflattened TIF with no screening or profiles embedded in them. Do not flatten Photoshop files in any way. Do not save images as JPEGs.

3. Grayscale images that are colorized in an application will print as CMYK.

4. All images and fonts (both screen and printer) must be supplied along with the final files. If fonts are missing, you will be asked to supply them or determine a substitute. Alternatively, you may convert all text to outlines in Illustrator or rasterize them in Photoshop

5. All files must be built to the proper trim size. Bleeds must be extended 1/8 inch beyond the die line or page edge.

6. Die Lines are to be linked to the final document. In Adobe Illustrator, die lines are not to be incorporated as editable items. Die lines are to be assigned one spot color. Parts of a die line assigned different colors, such as preformation, cut, score etc. must be converted to a single spot color before they are placed into the final layout.



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7. The recommended line screen is 150. High resolution images need to be 300 DPI or higher
8. We require a color laser proof with electronic artwork for film output verification.
9. If you are using one of E-K Media's printing material templates, please note the following.
 - When the template shows on your computer screen, that is the print side. Do not mirror it (front to back) as you will be designing on the non-print side.
 - Do not manipulate the template in any manner. You may rotate it but do not flip it front to back, reduce the file size (it is already 100%), or add panels, cuts or flaps of any kind.



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**E-K Media Film Specifications for
booklets, traycards and printed materials.**

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1. Film separations must be supplied as printers spreads, FILM NEGATIVES, RIGHT READING, EMULSION DOWN (dull side down, shiny side up).
2. A separate film is required for each color.
3. For pantone printing, ink color must be clearly marked on each film (example: PMS# 185 RED).
4. The recommended line screen is 150. High resolution images need to be 300 DPI or higher.
5. All films must be supplied with a quality Match print color proof, or Dylux proof for black plates (eg. back of booklet / inserts etc.)