

Production/Mechanical Requirements

What you need to send us:

WE ACCEPT MAC FILES

ACCEPTABLE DISKS

Syquest, CD Roms, and DVD Roms

FILES MAY BE UPLOADED HERE/ or request FTP instructions

To upload here, please click the upload button at the bottom of this page:

ACCEPTABLE PROGRAMS

Quark, Pagemaker, Photoshop, Illustrator, and InDesign

Or Hi Res PDF(s) (Embedded PDF Fonts)

HOW TO SET UP YOUR DESKTOP FILES, IN ONE JOB FOLDER

1. The layout file (s) and all support files, should be flattened (TIFF, EPS, and all original files)
2. All hi-resolution scanned images must be converted to CMYK with the resolution between 275-350 DPI at the final size. (All files must include crop marks indicating size)
3. In a separate folder titled "Fonts": both printer and screen fonts if you're using Postscript Fonts or a single suitcase if you use true type. Do NOT mix the two.
4. Support files: Logos, blends, or other artwork and any fonts used in these files.

PROCESS COLORS

Use CMYK "process" colors whenever creating new colors. Select the "process" box in the color palette. PMS colors are also accepted. Be sure the "Process" box is NOT selected for any PMS colors and note the PMS colors on your layout sheets. All Black backgrounds should be setup as 40% cyan, 35% magenta, 35% yellow, and 100% black.

BLEEDS/BORDERS/SAFE ZONE

Colors and photos extending to the trim must go at least 1/8"-1/4" past the trim.

Please keep (Text, Images, Logos, Etc) at least 1/8" from the inside edge.

TRAPPING

Please DO NOT trap any files

COMPRESSED FILES

Need to be self-extracting or sent with the decompression program

ACTUAL SIZE PRINTOUTS

Please send actual size printouts, with crop marks and color breaks indicated.

American Marketing Services, LLC (203 834-0844)