PRINT COPY

DESIGN SOLUTIONS

COMPUTER OR DIGITAL SPECIFICATIONS & REQUIREMENTS

Client Supplied Computer Disk

Please refer to the following guidelines when submitting a disk with electronic files.

Print Copy's design and production department is Macintosh based, and may not be able to accurately read or perform disk intervention if files are supplied IBM/PC format. We suggest that you provide IBM/PC ads as hi-res graphic images only.

However, clients with IBM/PC systems are welcome to call to discuss compatibility solutions: 610-489-4540.

1) **Disks**

   We accept:

   3.5" floppy disks   Zip Disks

   CD Roms

2) **Software - Macintosh Format**

   Quark XPress 4.0 or higher (preferred)

   Photoshop 5.0 or higher

   Illustrator 6.0 or higher (convert all fonts used in drawing programs to paths or outlines)

3) **Fonts**

   Use only postscript fonts. Truetype fonts are not acceptable.

   Use the actual bold or italic font. Do not apply bold or italic attributes as these will not translate to high-end output.

   Convert any fonts used in drawing programs to paths or outlines.

4) **Scans**

   Save black & white photographic scans as grayscale, 300dpi, TIFF.

   Save color photographic scans as CMYK 300dpi, TIFF.

   Save line art scans as bitmapped, 1200dpi EPS or TIFF.

   Scan your images as close to actual reproduction size as possible, with no more than a margin of 10% plus or minus.

5) **To ensure that your files are properly output to film, the following MUST be provided:**

   The layout file on disk. (All colors used in color ads must be CMYK process separation)

   All logo scans, TIFF, EPS, or other art files on disk.

   The screen and printer fonts on disk. (Postscript only)

   A laser proof of the file.

Note: If you need to have us scan photos or other art into your file send high-quality duplicate originals. We will scan and place them for you. PCDS does not accept responsibility for loss or damage to original photos or art. Please send duplicate originals.

Files to be produced by Print Copy

If we are creating your layout, please provide these materials:

A rough layout indicating placement of all elements such as text, art, logos and the general look.

High quality stats of your logo or other art. DO NOT SEND A COMPUTER PRINT-OUT AS FINAL ART, ESPECIALLY IF YOUR FILE CONTAINS PHOTOS OR GRAY TONES. PLEASE SEND HIGH-QUALITY DUPLICATE ORIGINALS AND WE WILL SCAN AND PLACE THEM FOR YOU. PCDS does not accept responsibility for loss or damage to original photos or art. Please send duplicate originals.

If your logo or art exists as a computer file, please call to verify before sending on disk.

PCDS will produce a finished layout from this information. We will provide you with a black and white or color proof prior to printing.

All discretionary changes or additions to any layout will be billed accordingly.

Returns

Floppy disks will not be returned unless requested. All other disks will be returned after publication.