



## DIGITAL INFORMATION AND CHECKLIST

The name of the file(s) : \_\_\_\_\_ Format used: \_\_\_\_\_

Programs used: \_\_\_\_\_

**TO AVOID YOU COSTLY ERRORS, WE ADVISE YOU TO GO THRU THE FOLLOWING CHECKLIST BEFORE SENDING YOUR FILE.**

### ILLUSTRATOR/FREEHAND OR COREL DRAW

- I have converted all type to vector art. (curves, paths, or outlines depending on your program).
- All linked images placed into the file and graphics in the file are CMYK.
- I have saved the file as an eps. (We cannot accept native .cdr files!!)
- I have not saved any images as a jpeg, nor have I used RGB, monochrome, duotone, tritone or quadtone images, because they default to greyscale upon output.

### QUARK FOR MACINTOSH

- I have included both the printer font and screen font for all fonts used.
- All linked images placed into the file and graphics in the file are CMYK.
- I have saved all linked images in either tiff (no lzw) or eps format.
- I have not saved any images as a jpeg, nor have I used RGB, monochrome, duotone, tritone or quadtone images, because they default to greyscale upon output.
- I have not stylized any fonts in Quark!! (Using the style palette will not work! Use the actual font)

### PHOTOSHOP

- I understand small font sizes created in photoshop will reproduce poorly.
- The file is in CMYK mode NOT RGB
- I understand jpeg will output to greyscale and thus I have not used jpeg.
- All channels have been deleted with the exception of CMYK.
- The file has been saved in tiff or eps format. (No other format can be used)

### ALL BOXES BELOW MUST BE CHECKED BEFORE WE BEGIN. THIS APPLIES TO ALL DIGITAL FILES!

- All bleeds extend exactly 1/4" (.25") beyond each of the four trim edges or I will not hold Catalog Graphics responsible for text reflow or positioning errors or I have no bleeds
- I have placed all critical design elements a minimum of 1/4" in from the trim edge or I will not hold Catalog Graphics responsible for trimming these elements.
- I have scanned all color images at 300 dpi and bitmaps at 1200 dpi, to size. I understand the quality of an image will degrade if it is enlarged after it has been scanned
- I have not used multiple master fonts.
- I have made sure all borders are a minimum of 3/16" wide, (1/16" for bleed + 2/16" width) and black borders are made up of a 4 color process black, (100% blk, 30 % cyan for cool blk - 100 black, 30 magenta for warm black)
- I am not ordering a color proof and waive my right to complain about color. I understand the only digital color proofs. Catalog Graphics will honor are either Iris, Epson 5000, 7000 or 9000, or Rainbow proofs calibrated to SWOP standards. For additional acceptable proofs, call Catalog Graphics. Deskjets, Tektronix, other Epson models or other inkjets may not be reliable.
- I am aware that due to variances in monitors what I have on screen may not be accurate!