



ARTWORK SPECIFICATIONS

Please ensure all artwork for print is supplied in line with these specifications. Artwork received that is not in line with these specifications may be subject to amend charges.

FILE FORMATS

We accept any Mac or PC rasterized file format (JPG, TIFF and PDF).

TIFFs and JPGs

TIFF files must be supplied at 300dpi resolution and without compression.

JPG (**our preferred format**) files must be supplied at 300dpi resolution

PDF Settings

In order to maintain quality and reliability of files, we require PDFs to conform to the PDF/X-1a settings (with high-res transparency flattening). We recommend you use the latest industry-standard production settings when producing your PDF artwork. The latest profiles are available as downloads from the GWG (Ghent Workgroup) website (<http://www.gwg.org/application-settings/>). It is important that you only use the 'Magazine Ads' profile.

ARTWORK RESOLUTION

All non-vector artwork should be supplied at a minimum of 300dpi. Any artwork supplied lower than 300dpi will print blurred. PDF's should be set as follows; overall resolution of 2540, individual line art resolution of 1200dpi and individual bitmap resolution of 300dpi.

COLOR

Unless specified all color printing is full color and should be completed and saved in CMYK process, Exceptional Advertising cannot take responsibility for any unexpected results experienced from artwork supplied in non-CMYK colors.

BLEED

All artwork must include a 1/8 inch bleed on all sides (see sizes above), all text and images should be at least a further 0.20 inch from the crop guides, this is because cutting can only be accurate to about 0.059 inch when chopping small print items. Furthermore, it should be noted that including bleed areas will enlarge the document size submitted by .125 inch (1/8 on each side), and which would be cut off after the printing process has been completed.



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BORDERS

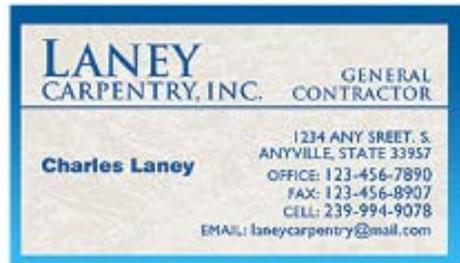
Due to the speed of our cutters and our gang style layout, we advise not using borders in your artwork. Due to the speed of our cutters and our sheet layout, borders can make the straightest cuts look crooked.

What you send



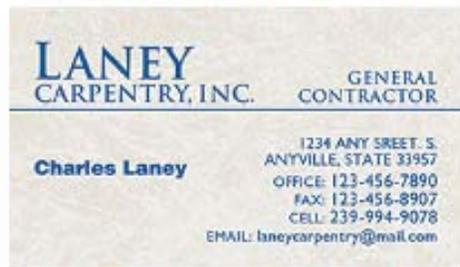
Final cut line
The border is too thin and very close to the final cut line.

What you may receive



Since your job is cut down in thick stacks, the paper may shift slightly as the blade reaches the bottom of the stack. This is called "lift" and it can be as much as 1/16th inch.

Same card without border



Without the border, a small shift during the cutting process is not noticeable.

Although Exceptional Advertising often trims borders to perfection, the issue can be avoided 100% of the time if borders are removed completely before submitting artwork.

GETTING A RICH BLACK BUILD

Due to the nature of the 4 color process, a **rich black build** will print better than a basic 100% black. To accomplish this, set your CMYK build as follows:

- C: 70%
- M: 40%
- Y: 20%
- K: 100%



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Please do not submit files in 400% black because it will cause offsetting.

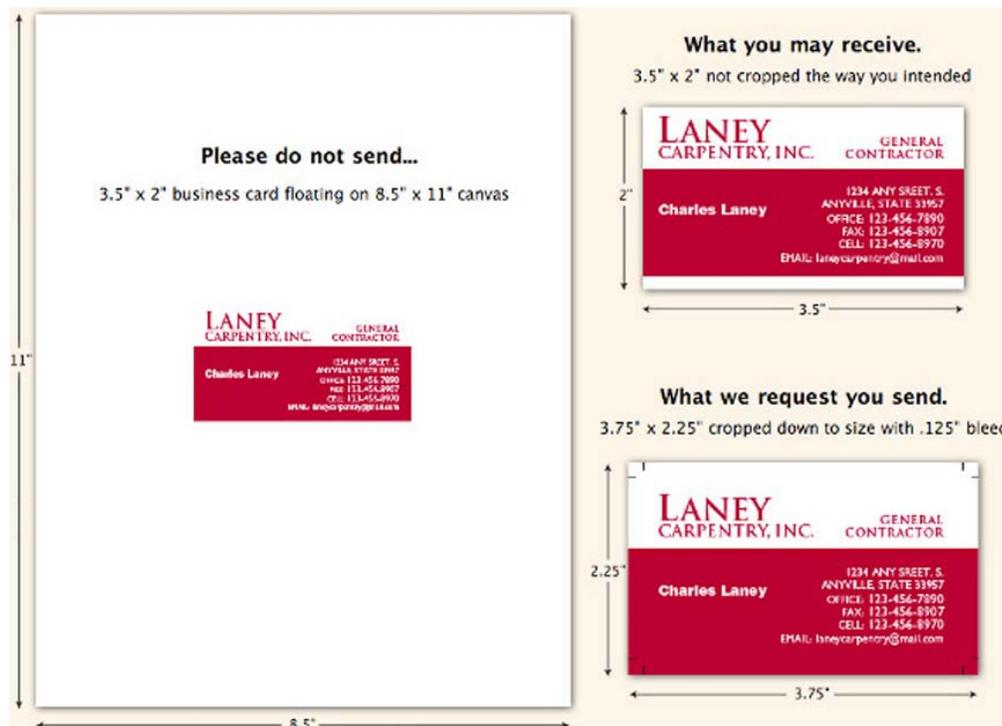
KEEPING BLUES FROM TURNING PURPLE

Invariably you have sent a file as blue and received a purple printed product. Unfortunately, this is a common problem in offset printing. Since blue and purple are very close in the CMYK spectrum. It is extremely important to monitor your Magenta build before sending a file to print.

As a rule of thumb, the Magenta build should be approximately 30% less than the Cyan build for blue and 30% higher than the Cyan build for purple.

CANVAS SIZE

If you are ordering a 3.5" x 2" business card, your canvas size should be 3.75" x 2.25". This will accommodate for the 1/8th inch bleed.



Following these guidelines takes the guesswork out of prepress, and will help ensure that Exceptional Advertising has the correct layout of your artwork. If you have to submit artwork



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floating on a larger canvas, please request for an email proof. Requesting for an email proof gives you a final look at layout before it goes out for printing.