



ARTWORK SUBMISSION GUIDELINES FOR E-MAIL & DISKS

ALWAYS SEND A PRINT OUT OF YOUR ARTWORK
TO ENSURE PROPER LAYOUT AND FONTS ARE USED

ARTWORK CAN BE SENT VIA: 100 MB ZIP DISK. CD-ROM OR
E-MAIL TO: ARTWORK@ALPHAIMPRESSIONS.COM

SOFTWARE GUIDELINES:

- **ADOBE ILLUSTRATOR • ADOBE PHOTOSHOP • INDESIGN**
(All versions accepted!)
- **QUARKXPRESS 4.1 or below**

- **Include Company name / Contact name / phone number / label dimensions.**
- **Accept JPEG, EPS, PDF, file format, all files must be 300 - 400 dpi.**
- **Photoshop files are not recommended for printing unless job is 4-color process (266 lpi min).**
- **Convert fonts to outlines or curves** (if possible) to avoid font discrepancies.
- **Send all fonts** that have not been converted to outlines or curves.
- **Dot patterns and fades** will print at 85 lpi (dpi) on rotary presses and 133 lpi (dpi) on the offset press.
- **Freehand users** export as an Illustrator file (.ai) being sure to mark "text to curves" option when saving.
- **Quark users** be sure to include any imported graphics.
- **All Colors** on Artwork should be spot colors unless job is 4-color process.
- If we cannot read the files, we will contact you.
- **Microsoft Word** files will **NOT** be usable.
- **Any Artwork Related Questions**, Please feel free to call 1-323-234-8221 ext. 231