



Quality and price to earn your business. Service to keep it!

1-800-468-9477
www.houstonwire.com

Art Specifications & General Guidelines For Digital Art

Images

Typically, we will print your art "as is." We assume you have color corrected, cropped, and adjusted the images to your satisfaction prior to submission. We do require a hard copy proof of your art. If FPO art is submitted, please indicate this on the composed art file.

Software

We try to keep current with software upgrades and can only accept files created with or editable by the following:

Macintosh

1. Freehand
2. Illustrator
3. Photoshop
4. Page Maker
5. Quark

CorelDraw

Export CDR files to editable EPS or Illustrator format, when possible. Text should be converted to curves and the file should be sent both as a CDR in an AI and EPS format.

Media

We can read and/or write to the following media:

Macintosh

- 3.5 Floppy
- CD-ROM
- ZIP-100

File Formats

An editable version of all files, including linked and placed images, must be submitted. Files should be sent uncompressed (no JPEG or LZW). Photoshop files should be submitted as TIFF or EPS format (300 dpi is preferred). All files should be saved to the desired size and resolution.

Color Matching

Colors should be defined as either spot or CMYK. Spot colors should have a PMS match or you may send a color chip for us to match. RGB files need to be converted to CMYK.

Fonts

Due to the amount of fonts available in the market place, it is impossible for us to have every font. We recommend fonts be converted to outlines or curves. When impossible both screen and printer fonts need to be submitted with the art. We prefer Postscript fonts rather than True Type Fonts.

Bleed

A 1/8" bleed is required on all sides of submitted art.

Rebuilding Artwork

When necessary, we can rebuild most artwork. An extra art charge will be added in all cases, but you will always be informed before hand.