

Graphic Guidelines for Promotional Items

The following specifications have been provided to assist you in preparing files for imprinted promotional products. Please direct any questions to your Sales Associate.

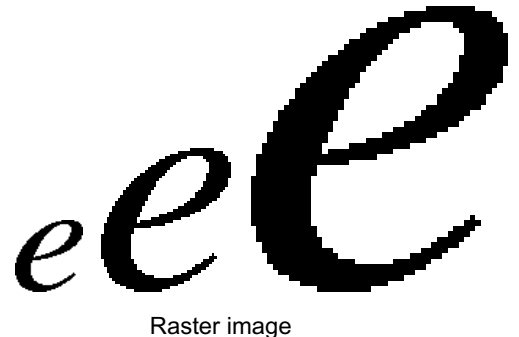
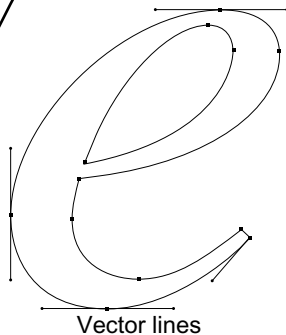
ACCEPTABLE FILE FORMATS

VECTOR: (PREFERRED)

1. Adobe Illustrator (.ai) - our preferred format, saved in its native .ai format
2. Other vector programs - files created in Corel Draw, Freehand, etc. saved in a generic eps format

RASTER: (NOT RECOMMENDED) - Raster files will incur additional art charges

1. Adobe Photoshop - .psd
2. .tif, .bmp or .jpg format



EXPLANATION OF FILE TYPES

There are two types of art files on the computer: **Vector** (also known as line art) and **Raster** (also known as bitmap art).

VECTOR: Vector art is made up of lines and curves defined by mathematical objects called vectors. **All art must be created as (or converted to) vector for your imprinted product.** Vector art is resolution independent. Therefore, it can be scaled to any size without loss of quality. **IMPORTANT: Text should be converted to outlines, paths or curves.** This way, the font suitcase and printer fonts do not need to be sent to imprint the art.

RASTER: Raster art is created using a program like Adobe Photoshop or scanned art which has not been converted to vector. A raster image consists of a grid, or bitmap, of small squares known as pixels. Raster images are resolution dependent (set at a fixed resolution). If you send raster art we may be able to use it as a template to convert the art into vector format. However, this will incur additional art charges.

NOTE: If you are thinking about using an image from a web site, this is not recommended. We cannot use highly compressed web images (such as .gif or .jpg). Their resolution is far too low to use for your imprint.

SUBMITTING YOUR ART: Files under 5 MB can be emailed to art@imprintedoriginals.com. **IMPORTANT: Please include your Estimate Number and Company Name in the subject line of your e-mail message.** For files larger than 5 MB, we also accept CD-ROMs. Please contact your Sales Associate for details.

PROOFS: If appropriate, a faxed proof will be provided within 48 hours of receipt of your signed Estimate or Purchase Order and properly formatted art, subject to payment terms.

PRODUCTION TIME: Faxed approval of the **FINAL PROOF** is required to begin production. Typical production time is 7-10 business days. If you require faster turnaround, rush charges will apply. Please contact your Sales Associate for the actual production time for your order and to determine your ship date/rush charges if applicable.