An Omnicom Company

Electronic Imaging Art Submission Guidelines

OPERATING SYSTEMS

Mac OS   10.6.8

APPLICATION PROGRAMS

Illustrator 16.0.0 (CS6)
Photoshop 13.0 (CS6)
Indesign 8.0 (CS6)

RECOMMENDED FORMATS / ARTWORK

Artwork created in vector applications such as Adobe Illustrator or FreeHand should be saved in it's native file format.

Photographic images or raster images are best saved as .psd, .eps, or .tif file formats.

Please include all fonts which were used to create the digital file, especially when using a unique or proprietary font that may need editing before production.

Include a color chip or color system reference number for matching purposes. We typically refer to the Pantone matching system.

STORAGE MEDIA

Most digital files are submitted on CD or DVD discs, however alternative methods are available. Please contact the Production Art Department for additional information.

SCANNABLE ART

Glossy Photographs
Transparencies
Slides
Negatives
(Image size should not exceed 8" x 10" for in-house scanning)

RESOLUTION AND IMAGE SIZE

When the submitted artwork is at full size, the true image resolution should be 50 dpi. or higher. To determine scanning resolution, use this formula:

$$\frac{\text{Finished Size x Desired Resolution}}{\text{Input Size}} = \text{Scan Size (measured in dpi)}$$

For example, a 60" tall finished image at 50dpi from a 3" x 5" transparency would be:

$$\frac{\text{60 (inches finished height) x 50 (dpi)}}{\text{3 (inches transparency height)}} = \text{1000 (dpi scan size)}$$

Due to our finished production sizes, when submitting artwork please provide the highest resolution available.

SEND FILES

via e-mail: eimage@signaturegraph.com
or to: Signature Graphics, Inc.
     Attn: Electronic Imaging Dept.
     1000 Signature Drive
     Porter, IN 46304

via **FTP** (file transfer protocol):

Your Site - Send the link information, as well as the USER name and PASSWORD to eimage@signaturegraph.com.

Signature Graphics Site - Contact Your Signature Graphics Sales Representative for information on how to log into our site.

QUESTIONS

Contact our Production Art Dept.
at 1-800-356-3235 ext(s) 3148, 3150 or 3163