

Electronic/Computer File Guidelines

You can provide your logo, symbols or the entire card layout.

GENERAL GUIDELINES:

- An order form and laser print **must** accompany all supplied disks or be faxed to 800-422-1378 when e-mailing files. Save multiple orders as separate files. Name each file with the name of the person on the card.
- Disk formats accepted are 3.5" floppy or Zip disks and CDs.
- Mail orders to: 27102 Burbank, Foothill Ranch, CA 92610 or e-mail files to sales@gapco.com – an order form and laser print must be faxed to 800-422-1378 for all files submitted by e-mail.

POSTCARD LAYOUT GUIDELINES:

- Set your page size to 4.25" x 6".
- Do not include crop marks in the file.
- Do not put a frame around card.

FONTS:

- Please use Type1 postscript fonts ONLY. Some truetype fonts are unreliable when output at high resolution. If you must use truetype fonts, please convert the text to curves, paths or outlines.

IMPORTED GRAPHICS GUIDELINES:

- Color photos should be scanned at 300 dpi at 100% of printing size, and saved as CMYK EPS files.
- B/W photos should be scanned at 300 dpi at 100% of printing size, and saved as grayscale EPS files.
- Use vector drawing programs (Illustrator or Freehand) if possible for text and line graphics.
- Text created in Photoshop must be saved as EPS and be a minimum of 800 dpi at printing size.

**ALL FILES SUBMITTED MUST BE POSTSCRIPT (.PS OR .EPS) OR ADOBE ADOBE (PDF).
GREAT AMERICAN PRINTING WILL NOT ACCEPT NATIVE PROGRAM FILES.**

CREATING POSTSCRIPT & ADOBE FILES: Instructions below contain basic information on how to create postscript and Adobe files from most applications. If you experience difficulty creating your file, please refer to your software manual or the customer support phone line for your particular software. Unfortunately Great American Printing cannot provide technical assistance for all of the programs being used to create graphics files. If you have the ability to create pdf files please do so. All files must be composite not separated. Do not trap your file, we will trap your file on our Scitex system at no charge. All colors must be specified within your files as CMYK. Colors specified as RGB or PMS will be converted to the closest CMYK equivalent. Sometimes this is not a close match.

ADOBE EXPRESS: Save page as eps. Format as Mac Color. Data as binary. OPI to include images. Along with your eps file, please send all font suitcases and Postscript fonts as Adobe does not download fonts into eps files.

ADOBE MAKER: Select Adobe PPD. In options make the following selections: send image data normal, send binary, download fonts postscript & truetype, use symbol font for special characters, write postscript file as eps. Please do not send font files.

ILLUSTRATOR: Convert all fonts to outlines. Rasterize any gradients to 300dpi CMYK. All imported objects need to be embedded not linked. Save file as eps, including all fonts for Macintosh. Please do not send font files.

FREEHAND: Convert all fonts to paths, Save file as eps. Please do not send font files.

COREL DRAW: Export file as eps. Set export text as curves with PICT format for image header. Please do not send font files.

ALL OTHER PROGRAMS: Print page to a postscript file, downloading all fonts with a Macintosh preview if possible. Please do not send font files.

ADOBE: Set all compression off. Set fonts to embed all. Make sure convert to RGB is not set. Open file and review in Adobe Reader before sending to Great American Printing to make sure it distilled properly.

Thank you for following these guidelines. Great American Printing will not be responsible for poor quality due to files not adhering to our guidelines. Please note that due to inconsistent calibration of video monitors, print reproduction may not match the colors of video displays.