Artwork, Print Area & File Submission **Guidelines**

Please submit files in Adobe Illustrator format - version Ai CC **2017 or lower.** If an Ai version of your file is not available, please contact your Account Manager for further instructions.

PREFERRED FILE SET-UP GUIDES FOR Ai FILES:

ARTWORK GUIDELINES

PLACED IMAGES:

- Please supply high resolution images (300 ppi or greater).
- Images with spot channels are the best option if Pantone colors are used in an image.
- Images in layered CMYK Photoshop format are preferred as they offer the most flexibility if color correction or a white plate involving the image is required.
- RGB images will have to be converted to CMYK for printing with the color of the converted file sometimes differing greatly from the original.
- Please supply clipping paths with images if needed.

COLOR:

- For files utilizing PANTONE colors, we will use a PANTONE book as the target for the color output.
- If files require color matches other than PANTONE colors as the targets, please supply targets or guidance for matching.
- Ai files created with artwork in the file linked to swatches in the swatch palette that are set as "spot colors" or"global process colors" offer the most efficient editing when color matching is required.

WHITE PLATE:

- Any items that need to be backed in white (items that are not intended to be transparent) should be copied to a unique layer.
- These items should be linked to a special "custom white" spot color, although the actual CMYK breakdown of the spot color reference used on the file is not important.
- The white plate items should be set to overprint (fill and/or stroke as applicable).

FONTS:

- Please supply OUTLINED files if possible.
- If submitting a file with live type, please supply all fonts necessary to print the file.

PRINT AREA GUIDELINES

- General print area is 12 inches (304.8mm) X 17.56 inches (446mm).
- A variable repeat allows for tiled files to achieve a print of more than 446mm long.
- Files can be printed for Automatic (machine) Application based on the following restrictions:
  - Web width of art is limited to 12 inches (304.8mm).
  - Cutoff lengths between 8.78 inches (223mm) and 8.86 inches (225mm) can not be provided for automatic (machine) application due to repeat restrictions.

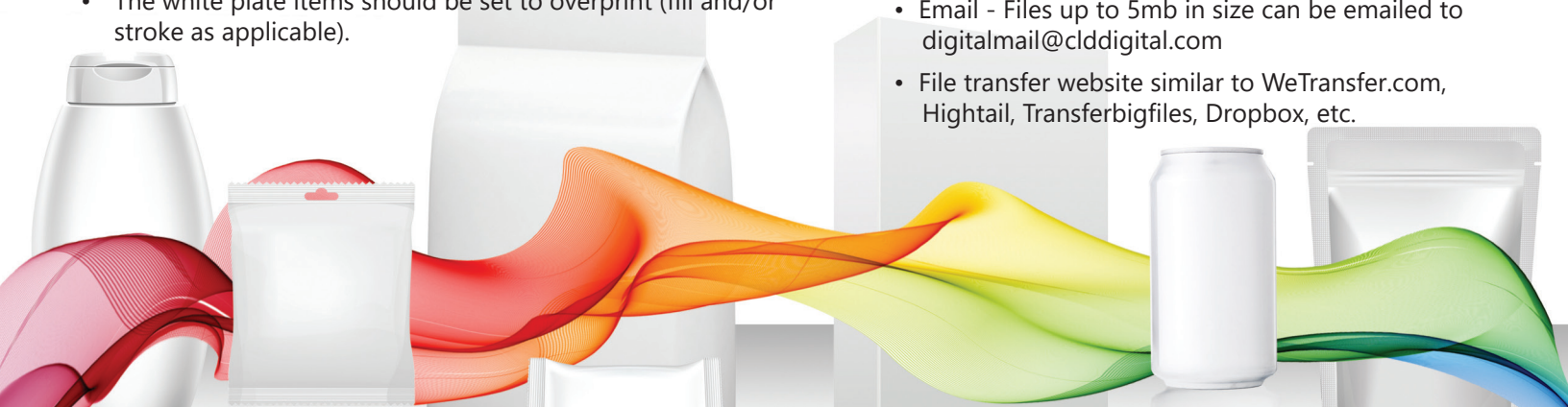### FILES MAY BE SUBMITTED VIA THE FOLLOWING MEDIA OR TRANSFER METHODS

Compress all files (Stuffed or Zipped) before submitting.

FTP:
- Utilize our web form to submit files to our FTP server http://ftp.clddigital.com/file_upload.asp
  - Designed for use with IE 5.5 or above; however, Chrome, Safari, or Firefox browsers can be used to upload.
  - Files can be downloaded from your FTP site.

MEDIA: CD, DVD

OTHER TRANSFER METHODS:
- Email - Files up to 5mb in size can be emailed to digitalmail@clddigital.com
- File transfer website similar to WeTransfer.com, Hightail, Transferbigfiles, Dropbox, etc.

BUILDING BRANDS THROUGH PACKAGING