



**A S HOSPITALITY**

Printing & Graphic Communications

## *Electronic Art CHECKLIST*

Please check items listed below to ensure error -free output of artwork. See list of additional charges for art/ pre-press services. Please submit a reference PDF with your electronic files and include a screen cap or print screen of your file list if possible.

### **Applications available: (Your file MUST be set up in the following software)**

#### **Macintosh:**

- Adobe Photoshop CS4 or earlier
- Adobe Illustrator CS4 or earlier
- Adobe InDesign CS4 or earlier
- Quark X-Press 8.0 or earlier

#### **Windows:**

- Microsoft Office 2007 or earlier  
(Text Only, NOT suitable for graphics or color separations)

### **Please use this checklist to ensure accuracy and expedient turn of your order:**

- Screen fonts and printer fonts included. Or if using Illustrator, create outlines of fonts (we will not be able to edit text if you choose to outline)
- PDF (for reference only) included with digital art submission
- Copy of all placed/linked images, logos, illustrations and/or graphics (AI, EPS, TIFF, etc.) are included
  - All logo art, line art, and other illustrations should be set up as VECTOR art work, in CMYK or with PMS colors, and should be submitted as Adobe Illustrator CS4 or earlier or Vector EPS
  - All photographic artwork should be submitted in hi resolution tiff format (at least 100% actual print size at 300 dpi)
- Artwork is created full scale following standard print industry guidelines, with artwork placed in correct position, including bleeds if required.
- Small files (2mb or less) may be sent to your Brand Services team Member via E-mail. Please WinZip or Stuff with Stuffit your files before emailing in order to protect and expedite this process.
- Larger files (3mb or more) may be sent via yousendit.com, contact your BST or Key Account representative for details. Please WinZip or Stuff your files with Stuffit before uploading in order to protect them and expedite this process.
- When mailing a disc, please include a hard copy sample and reference pdfs.

### **Additional Art/Pre-Press Service Charges**

Creative services are available. Charges are determined on a per job basis.

# REQUIREMENTS FOR CUSTOMER-SUBMITTED DISKS AND FILE PREPARATIONS GUIDELINES

Following these file preparation guidelines will ensure your product is produced quickly and efficiently and will help prevent delays or additional charges for corrections. We are happy to make alterations to your files, if necessary. Changes or corrections are billed on a per job basis.

## Media:

We support Both Macintosh and Windows Platforms.

- CD-R
- DVD-R
- Email (compressed, up to 3mb)-We can receive files with attachments totalling 3 MB or less. Please do not downsample files. Instead compress your files using Stuffit or WinZip.
- You Send It (online file transfer service)  
You may upload your files via <http://dropbox.yousendit.com/ASHospitality>
- Please compress all files before uploading using Stuffit or WinZip.

## Accepted Layout Applications

- Adobe InDesign (through CS4) or
- QuarkXpress (4.1, 5.01, or 6.0, 6.5 or 8.0)

Please include printed sample (if available) and pdf.

## Accepted Image File Applications

- Adobe Illustrator (through CS4)
- Adobe Photoshop (through CS4)

**Scanned Images:** Resolution of scanned images is critical for good reproduction. Photos and Line Art MUST BE SCANNED AT 100% of their final size (add for bleed if necessary). Photos should be scanned at 300 to 350 dpi and Line Art at 1200 dpi. Save all scanned images in CMYK (color mode). Save Black and White in bitmap TIFF format. Saving files as JPEG format may result in loss of detail. Scale and rotate images as needed BEFORE placing them in your layout. Allow at least 1/8" (.125 inch) bleed for trim. Please do not flatten your images. Once the image has been flattened, we cannot make alterations to the file.

**WE are not responsible for color reproduction from customer-supplied scans OR Microsoft Office Documents.** We will gladly color correct our images at your request. If color correction is desired, the original image should be submitted with the scan for comparison. Please note that additional charges apply for correcting color.

## PDF Files: IF YOU ARE SUBMITTING PRESS READY PDF'S, PLEASE FOLLOW THE GUIDELINES BELOW FOR BEST RESULTS:

Some helpful tips for outputting and submitting PDFs FOR PRINT PRODUCTION:

- Exclude all graphics you don't want to print, such as score, fold, or trim lines. These should be placed in another file or on the last page of the document.
- Use CMYK for all pictures and all artwork
- Embed ALL fonts, even the "standard 13"
- Do NOT downsample images
- Check the "leave color unchanged" box
- Check the "compress text and line art" box.
- Set your resolution to 2400 and frequency to 175
- Set bleed to .125"
- If you're a WINDOWS user, be sure to check the PDF properties, specifically the font embedding tab. Be sure the "never embed list" is empty. This will ensure that all your fonts will be embedded properly in your pdf.

**NOTE:** BECAUSE WE ARE UNABLE TO MAKE MODIFICATIONS TO A .PDF FILE, THESE FILES ARE PRINTED AS SUBMITTED.

## Font Usage:

We use and recommend Open Type Fonts from the Adobe Type Library, Type 1 PostScript, and TrueType Fonts. Please include your fonts – both screen font (font suitcase or bitmap font) and all PostScript printer fonts for all faces used in your document and all type faces used in your linked artwork. If fonts are not included, additional charges will apply to purchase fonts.

NOTE: If you are using PC fonts that are not available for use on a Mac, we will match the font as closely as possible.

**Trapping: Trapping will be set here prior to output. Please do not apply trapping in your document, EPS and or AI files, etc.**