

GUIDELINES FOR SUPPLYING ELECTRONIC-AR

Atlas
TAG & LABEL, INC.
A LABEL COMPANY

P.O. Box 638
2361 Industrial Drive
Neenah, WI 54957-0638

Atlas software programs on the Mac Platform:

- Illustrator CS3
- Photoshop CS3
- InDesign CS3
- Microsoft Word
- Power Point
- Adobe Distiller CS3
- Adobe Acrobat CS3
- Quark Express 7.2
- Microsoft Excel
- Suitcase Fusion

FILE INFORMATION

Atlas prefers to have all files in their native programs with the accompanying images and fonts saved in an **.eps** format. If files cannot be provided in this manner we would like all files saved in a **.pdf** format with fonts embedded. If customer files have artwork that is linked or placed, please include those files along with the final file for printing. Always send a copy of your files for printing NEVER send your original. We do not color match color laser prints on press.

FONTS

If fonts are not included by choice, all text must be converted to outlines. (Outlined fonts cannot be changed or edited, text editing function is lost after fonts are created into outlines. If fonts are not provided or converted to outlines, the closest matching font will be substituted for your artwork. If we are forced to substitute a font we will fax or send a PDF copy for your approval to sign off on. Upon your approval, the job will proceed. Remember to include both screen and printer fonts.

ART SERVICES

If customers do not provide press quality artwork Atlas art and composition department offers the service to recreate art or logos. Your customer sales representative will provide you with our rates and an estimate for the work being requested.

PLACED RASTER ART

Placed raster files are normally saved as **.eps** or **.tif** formats. Press quality requires a file resolution of 600 dpi or greater. (Low resolution files would be **.jpeg**, **.pict**, **.png**) High resolution files can be saved to a lower resolution (for internet at 72 dpi). We cannot however, convert low resolution files to high resolution files without sacrificing press quality. All customer files that are NOT provided at press quality resolution will require a customer's agreement in writing to accept a final printed product below press quality standards.

- Raster art should be made to correct size and resolution for the printed product.
- Provide original file whenever possible.
- If you have a Photoshop file with layers do not flatten or merge layers.

ACCEPTED MEDIA TYPE

Atlas accepts CDs, and 100MB Zip Disks. Though it is not preferred we are capable of receiving 3.5 Floppy Disks. If you are sending your files email, compressing files will allow you to send a file more quickly. The software application "Stuffit" (for Mac) and "Zip" (for PC) allow you to compress and uncompress files. When sending art on disk, fax or email please provide the following information when possible:

- Provide any special instructions.
- Please provide only what files are pertinent to job.
(Do not send versions of a logo, send the correct version or indicate the correct version.)