

HELINGER

advertising, inc.

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NOTICE: Our Art Department uses
Macintosh Power PC-G5 computers.

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ACCEPTABLE COMPUTER MEDIA TYPES

DD DISK / HD DISK • 44 / 88 SYQUEST • IOMEGA ZIP 100 • CD-ROM • DVD-ROM



ACCEPTABLE COMPUTER PROGRAMS - MAC/PC

Adobe Illustrator CS2 • Adobe Pagemaker 6.5 • Adobe Photoshop CS2
Macromedia Freehand MX • Adobe Acrobat 8.0 • Adobe InDesign CS2



AVOIDING FONT CONFLICTS

Outline or Vector all fonts in a file and indicate font style. Avoid TrueType.



ACCEPTABLE COMPUTER FILE FORMATS - PC/DOS

- 1- Native Illustrator/Freehand files saved as an .ai file
- 2- Pdf files that retain Illustrator/Freehand editing capabilities
- 3- Postscript for MAC saved as an .eps file
- 4- Include any placed/embedded files
- 4- Tiff Format as grayscale or bitmap (600 DPI) - no color
- 5- PCX Format / BMP Format (These are bitmap paint files and are not editable)



AUTOTAG 4-COLOR PROCESS GUIDELINES

Our 4-color process printing is priced as a five color job. Initial set-up is \$300.00 (net) which includes a required pre-production sample. An Adobe PhotoShop CMYK file at 300 dpi minimum resolution is required. Art must be in layers, not flattened, to enable alteration if necessary. If film is provided to our specs (65 line, round dots, emulsion side up positive) with a color key, the initial pre-production set-up charge is reduced to \$150.00 (net).

Thin lines, text or large areas of color should be printed as a single spot color. White text should be reversed from a single spot color.

4-color process screen printing does not render precise color reproduction.

NOTICE

Artwork on disks that are received in any other type of format will be evaluated for their computability. They may be refused.

ALL artwork received on disk must include a printed copy plus color proofs if applicable.
ALL e-mailed artwork must also be faxed.

