



COASTER ART SPECIFICATIONS

John Norton

503 319-6433

john@nortonpromotional.com

www.nortonpromotional.com

Electronic File Requirements

- Vector files in eps, ai or psd (include fonts)
- All raster images must be 300 dpi or higher (to size)
- Provide layered files not flattened as much as possible, this will allow is more flexibility in making any necessary adjustments to the artwork.

Applications

- Adobe Photoshop CS (Mac & PC)
- Adobe Illustrator CS (Mac & PC)
- Quark Express 6.1 (Mac Only)
- Macromedia Freehand MX (Mac Only)
- Adobe InDesign CS (Mac & PC)

Offset Art Specifications:

- Printing of up to 5 Colors per side
- Offset printing is done at 120 dots per inch
- Full or partial bleed is possible – We require a 3/16” inside border – for non-bleed jobs this will be a 3/16” white border – for jobs that bleed, all type and logos will need to be kept 3/16” from the cut line
- We require a minimum of 1/8” bleed for all jobs with bleed
- Minimum of .75 point trapping where colors meet

Acceptable Formats

- .eps
- .tiff
- .psd
- .ai
- .jpg (to size, 300 dpi)

Any artwork that isn't print ready will cause delays and be subject to additional fees for layout and design work. Please ask if you have any questions about your artwork.

Go to our web site for templates and info.
www.nortonpromotional.com

After proof approval, coasters take 15 working days to complete the order plus 4-5 days for delivery.