

Pronto! Order Requirements | Art Guidelines



PRONTO! ORDER REQUIREMENTS

Send purchase orders via email
prontoorders@drummondprinting.com
Please put "Pronto Order" as the subject line.

- Orders must be marked "Pronto! Order."
- Purchase order, artwork, and layout must be received by 10 am CST for 48 hour shipment or will be considered received the following business day.
- Order cannot be processed until all elements are received, including complete purchase order, hard copy of art and layout position, vector file to size, and credit approval.
- Purchase order must include shipping information. No drop shipments allowed—only a single location shipment.
- No proof available. Copy of art and layout position must be faxed with order to proceed.

PRONTO! ARTWORK REQUIREMENTS

- Email artwork per specifications below to prontoartwork@drummondprinting.com
- Vector art is required. Digital vector art supplied in .eps format with all fonts converted to outlines. If vector artwork is not supplied, the order cannot be processed for 48 hour service. Factory is NOT responsible for art not received or problems with files or file transfer. It is the customer's responsibility to make sure the art arrives and is usable. No typesetting available.
- Artwork must be submitted to actual print size and will be printed as submitted.
- No proof available. Copy of art and layout position must be faxed with order.
- Layout templates are available online at www.drum-line.com.
- Artwork email must have the following verbiage: Pronto! Order, Distributor Name, Contact Name, Email, Phone, Layout Position, and Purchase Order Number.

ART GUIDELINES

We are pleased to provide the following as a guide for artwork submission. Follow these guidelines as closely as possible. Any deviation may delay your order and require additional art charges. If you have any questions regarding these requirements, please contact our Graphics Department.

E-MAIL

Submit your artwork to artwork@drummondprinting.com. Please include purchase order number and company name in the subject line. Compress your files using Stuffit or Zipit. If you do not, your files may get corrupted and be unusable. Using file compression helps eliminate this problem and saves time.

PLATFORMS

Macintosh preferred. PC/Windows may delay order and require additional art charges.

ACCEPTABLE SOFTWARE PROGRAMS

Macromedia® Freehand® (Version MX or earlier) (.eps) Remember to convert all text to paths. Do not embed raster images in vector files. Raster images will need to be sent separately.

Adobe® Illustrator® (Version CS3 or earlier) (.ai, .eps, .pdf) Remember to convert all text to outlines. Do not embed raster images in vector files. Raster images will need to be sent separately.

CorelDraw® (.cdr) ONLY acceptable if exported as an Adobe Illustrator® (AI) Remember to convert all text to outlines. Do not embed raster images in vector files. Raster images will need to be sent separately.

Adobe® Photoshop® (Version CS3 or earlier) (.tif, .eps, .pdf) Remember to scan or create your files at 1200 ppi at final size for one-color images or 300 ppi at final size for four color process images to size. PhotoShop is not an option for multiple spot color jobs.

QuarkXPress® (Version 6.5 or earlier) (.qxd) Remember to include all fonts and linked images.

Adobe® InDesign® (Version CS3 or earlier) (.indd) Remember to include all fonts and linked images.

UNACCEPTABLE FILE FORMATS & SOFTWARE PROGRAM

Internet / Web images (.jpg, .gif, .wmf, .png, etc.)

Microsoft Excel

Adobe® Pagemaker®

Microsoft Powerpoint, Publisher & Word

Any Word Processing program

Note: If our graphics department is required to modify or recreate artwork, there will be additional charges for this service.

MEDIA

We accept the following Media: DVD or CD

CAMERA READY / HARD COPY ARTWORK

Camera ready artwork is acceptable as long as it is sharp, high contrast artwork that does not contain screens/halftones and can be scanned without further preparation or changes. All artwork should be color separated and registered to size. Precise details as to color, crop marks and placement should be noted. Camera ready art IS NOT paper laser prints, photocopies, hand sketches, imprinted merchandise, stationery or business cards. Faxed artwork IS NOT acceptable. It must be to size and complete with no screens. Multicolored imprints MUST be supplied with at least a one point trap. Artwork is not returned unless requested.

We reserve the right to refuse to use artwork that will not meet our imprint quality standards when printed on your selected products. Additional cost may be incurred if your art needs adjustment. You will be notified prior to alterations. Our normal rate is \$65(v) per hour with 1/2 hour minimum. Art charges are a service charge only and do not transfer title to the customer. Artwork is not returned unless requested.

THE FOLLOWING WILL NORMALLY BE DONE AT NO CHARGE:

Installing fonts included with job.

Pre-flight file examination for obvious file problems.

Fax or Email proof to verify final output.

Final image output.

Quality control to meet printing requirements.

Opening a submitted disk to analyze the contents for conformity to our art specifications.

THE FOLLOWING WILL BE CHARGED AT OUR NORMAL HOURLY RATE:

Additional time associated with jobs containing incomplete or missing elements.

Trapping.

Scanning images not provided in file.

Any alterations or manipulations to original art file(s).

Note: Our normal rate is \$65(v) per hour with 1/2 hour minimum. This applies to customer alterations. Art charges are a service charge only and do not transfer title to the customer. Artwork is not returned unless requested.

Note

Although the artwork, designs, and trademarks imprinted on items shown have been prepared by us, it is reproduced only as examples of the type and quality of imprinted products available. It is not intended to represent that the products are either endorsed or produced by the owners of the artwork, designs, or trademarks.