

All print outputs will be originated from CMYK separations, minimum resolution 200dpi up to a maximum resolution of 600dpi. The quality of the final output depends on the quality of the files supplied and the resolution of the image accordingly. Artwork must be supplied complete with all fonts converted to outlines and must be to scale.

### **PAGE LAYOUTS**

Accepted file formats are Illustrator of high resolution pdf. All colours should be turned in to CMYK process separations (N.B. when artwork is supplied in RGB format, it will have to be converted before output, which will mean unavoidable changes in colour and additional charges.) All artwork must be supplied to scale. DO NOT colour greyscale TIFF files in the page layout section; we cannot guarantee that they will appear on the printed artwork as they do on the screen. Only bitmap TIFF files should be coloured. Type should not be placed outside of the Safe Visible Area. All colours should be turned to process in ILLUSTRATOR. Hairline rules should be avoided. If you have any doubt about creating the artwork, please contact us.

### **IMAGES**

Colour images should be scanned for output at 300dpi as a general rule and saved as CMYK TIFF or composite EPS files. Please ensure that all images are flattened (i.e. have no extra layers or channels in them.) Scanned images should be scaled by the image manipulation software and not in the page layout option in order to achieve the optimum quality. Scaling images too much will make them appear poor quality on the final print.

### **IMPORTANT INFORMATION**

Pantone colours cannot be matched when using CMYK process. If the situation arises that the end product does not comply with the colour specification, we reserve the right to charge for the printing of a spot colour as an additional print. This will only be done upon the client's approval of any additional costs. All data stored on the disk provided by the third party will be output mechanically without alterations being made. It is the responsibility of the designer to ensure that all details and information have been stored correctly for the purpose intended.

All data received and output is carried out on the understanding that there are no copyright infringements relating to any part of the media supplied. We accept no responsibility whatsoever with respect of any claims arising from the printing of materials by our company. All work is carried out and is accepted by the client, in accordance with our company's terms and conditions of trade.

### **CAMPAIGN NUMBER**

The campaign number should be displayed black on white background and within a 30mm x 10mm framed rectangle, located on the bottom right hand corner of the display. Font size 20pt.