

FTP UPLOAD INSTRUCTIONS

If you have any questions regarding the preparation of files or these artwork requirements, please call us and speak with one of our sales reps at **504.818.2241** or toll free at **877.818.6641**.

FILE TYPES

We prefer flattened .tifs at full size @ 100 ppi; except for billboard files which should be 1/12th scale @ 300 ppi. Please review your art at full print size before submitting to CCI.



AI CS3 version (all text converted to outlines & include all linked images)



TIFF (with LZW compression)



PDF (print optimized)



EPS (include all linked files and fonts)



INDESIGN CS3 version (include all linked files and fonts)

Do not assume that files and fonts are embedded. Send them with your file. Missing support files and fonts are the number one cause for delays. ALWAYS include a proof. Proofs should be color and content accurate hard copies whenever possible. Soft proofs should be in PDF format.

COLOR

We support **CMYK**, **RGB**, & **Grayscale** images. When using **PMS** colors make sure you specify the **PMS** color in your file AND on your proof. Remember that **PMS** colors will be printed in **CMYK**. Be aware that some **PMS** colors cannot be matched exactly in the digital **CMYK** process. We use the **Pantone Solid to Process Guide Coated** as our color-matching standard. Please use this same guide to verify how your **PMS** colors will be reproduced in **CMYK**. To order this guide go to www.pantone.com/shop/shop.asp?idArticle=178

RASTER IMAGE RESOLUTION

For all prints other than billboards and very small prints (i.e. business cards, postcards). Scanned images and images created in raster image programs should be 100 PPI AT ACTUAL OUTPUT SIZE or proportional ratio (i.e. 8X10 @ 100 ppi OR 4X5 @ 200 ppi).

FOR BILLBOARDS

Files should be set up at a ratio of **Feet = Inches** (one twelfth scale) at **300 PPI**. For example: a 48 foot wide X 14 foot high billboard should be set up at 48 inches X 14 inches at 300 PPI OR a proportional vector file with all text converted to outlines or paths.

FOR SMALL PRINTS (business cards, etc.)

Files should be set up at **300 PPI AT ACTUAL OUTPUT SIZE OR** a vector file with all text converted to outlines or paths.

COLOR PRESS PROOF

If you specifically request a color match, we will provide a press proof — a scaled down version of the actual print. We can adjust our proofs to better your color preferences. However, the wide range of color printers and ink sets prevents us from matching all outputs. Keep in mind that this press proof will cost you extra time and money. Press proofs are billable items.