

## Guidelines When Submitting Graphics Files:

Production Ready Setup Files should be sent production ready, at 100% scale and all elements placed. File editing services are available for a fee of \$75.00 hour.

- Please convert fonts to outline or be sure to include the screen fonts and the printer fonts with your graphic files.
- PMS or custom colors must be specified in the file.
- All art on disk should include a hard copy layout.
- If your design includes a die pattern, please include a printout of the design with the die pattern clearly noted.
- Please include a pdf of the images as well as a directory structure of the files being submitted.
- If your files are not actual size, please indicate the scale in which they were produced or the finished size.
- It is recommended that you compress your files before transmitting them to us using Stuffit, WinZip or other application to create a .zip, .hqx or .bin file.

## Setup Guidelines:

**Bleed:** Include at least 2 inch bleed past the finished size.

**Links:** Include all placed or linked files, even if the files are embedded.

**Fonts:** Include all fonts used on the graphic even if all the type has been converted to outlines.

**Color Format:** Convert all RGB files to CMYK and if possible, submit a layered version of your file to assist in color correction.

**Inks:** Rich Black (Lowen Color Graphics Standard) - C-30/M-30/Y-20/K-100

**Color Space:** Please indicate color space/color settings used to create artwork.

## Applications and Formats: Design & Compression Software - All software versions are current and Mac or PC compatible.

### Preferred Applications:

**Adobe Illustrator:** .ai, .pdf or .eps, layered, CMYK, Include ALL FONTS and linked images used in a separate folder.

**Adobe Acrobat:** pdf

**Adobe Photoshop:** Layered: .psd, .tiff, CMYK, Include ALL FONTS and linked images used in a separate folder.

Unlayered: .tiff, .jpg or .eps, CMYK can only be sent at finish size @ 50-75 ppi.

(These formats are acceptable ONLY if they are PRESS READY and not to be altered in any way).

### Acceptable Applications:

**Adobe InDesign:** .indd, CMYK, Include ALL FONTS and linked images used in a separate folder.

### Acceptable Types of Storage Media For File Submission

• CD-ROM, CDRW & DVD

• Memory Sticks

• Portable Harddrives

• Flash Drives

## Document Set-Up (Vector Files)

- When using vector-based programs such as Illustrator files should be built as close to a 1:1 ratio as possible, not going under 1/8 scale. This reduces the amount of magnification to your file in the RIP stage.
- Gradients tend to band when created in a vector based program, so if possible **create any gradients in a raster based program such as PhotoShop and place them into your document.**
- If your files include placed images, the image files must accompany the parent file on your disk.

## Document Set-Up (Raster-Files)

Being a raster-based program, text lacks clarity and sharpness, so we recommend building a composite file by placing your raster images in a vector program containing your type and graphics.

- When using raster-based programs such as PhotoShop, ppi is the the most common problem.

These are some suggested recommendations for file set-up:

- 1:1 Scale @ 50-75 ppi
- 1/2 Scale @ 100 -150 ppi
- 1/4 Scale @ 200-300 ppi

## Preferred Method of Sending Files

When sending job files to Lowen Color Graphics (by US MAIL, FED-X, UPS, DHL, etc.); Include a full color printout (hardcopy) along with your storage media.

**Enclose a separate document with the following information:** *Send only the files necessary to produce your job.*

- Your company name, address and phone number
- Lowen Color Graphics sales representative/contact person
- Contact person
- Lowen Color Graphics quote number if applicable
- File name and size of file.

### Address Attention to:

Lowen Color Graphics  
(Customer Service Representative's Name)  
P.O. Box 1528  
Hutchinson, KS 67504-1528

### Contact Lowen Color Graphics:

If you have any questions that are not answered here, please contact us  
Phone: 620.663.2161 / 800.835.2365  
Fax: 888.765.6936 / 620.663.1429  
Web: www.lowencg.com

## Acceptable Method Of Sending Files

**Upload:** www.lowencg.com - Click on "Art File Upload"

**E-Mail:** Files may be e-mailed only if the file size is 5MB or less.

**FTP:** Please e-mail us at mis@lowen.com or call 800.835.2365 for instructions.

*For Fast Turn Around Please Use The Upload Process.*

*Need FTP Support, please e-mail us at mis@lowen.com or call 800.835.2365.*

**Experience.**  
**The Lowen Advantage<sup>SM</sup>**