

Artwork Specifications

For Advertising Magic, Inc.

Tel: 800-862-4421 / Fax: 925-939-8966

Email: artwork@advertisingmagic.com

Traditional: Film or Paper

Of course we accept artwork supplied on film or paper. Typical lpi resolutions for screen printing are between 55 lpi and 85 lpi. Paper printing ranges from 85 lpi to 200 lpi. For recommended specifications for your job, please call our art department or your representative for details.

File Formats Supported:

We support the following software packages / file formats:

Corel Draw 3,4,5 & 6

eps / encapsulated postscript - fonts converted to curves (paths)

Adobe Illustrator 1.1, 3.0 Mac & IBM

Adobe Acrobat (limited)

Pagemaker 6.0 IBM

Photoshop 3.0 and below

WMF (windows metafile)

Corel Paint 6.0 and below

MacPaint

MacPict

JPEG, Targa, GIF, Tiff, BMP, PCD, PSD, PCX, CGM

WPG, CMF, EMF, CMX, CPX, CDX, TXT

Word Doc 4,5,6 & 7

WordPerfect 4.2, 5.0, 5.1, & 6.0

AmiPro 1.1, 1.2, 2.0 & 3.0

RTF (rich text format)

Other formats supported on a per-job basis

Electronic Media - Disc, Syquest, etc...

We support the following formats:

3.5" 1.44 meg IBM and Mac diskettes

1.2" 1.2 meg IBM format diskettes

CD-Rom - IBM Format

ZIP - IBM Formatted

Syquest 44 & 88 meg disks - IBM Formatted

All other formats will be accepted on a per-job basis

E-MAIL Artwork

If you decide to e-mail artwork, PLEASE **DO NOT**: compress, binhex, encode, uuencode, squeeze, suitcase, or otherwise package you artwork. Please just send it in the native format.

If you have any questions about how to submit artwork to Advertising Magic, please don't hesitate to call or e-mail us!

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