

Artwork Submission Guidelines

File Formats:

Use of *Vector Graphics* is highly recommended for all artwork. These files are considered to be “source files,” consisting of strictly line and color data (“vectors”), and can be scaled to any resolution without loss. Below are the most commonly used vector graphics file formats:

- Adobe Illustrator (*.ai) — **preferred file format!**
- Encapsulated Post Script (*.eps)
- Portable Document Format – Layered (*.pdf)
- PostScript (*.ps)
- Scalable Vector Graphics (*.svg)

Alternatively, if you cannot provide a vector graphics file, we can help you generate one. This could mean starting from complete scratch incorporating creative ideas, helping you complete partially submitted artwork, or recreating what’s known as a *raster graphics* file into a usable format such as *.ai. Raster graphics are considered “output files” and distort when scaled or modified due to the way a computer codes and reads them. Examples of raster graphics file include:

- Joint Picture Experts Group (*.jpg)
- Portable Network Graphics (*.png)
- Tag Interleave Format (*.tif or *.tiff)
- Graphics Interchange Format (*.gif)

Resolution:

Minimum 300 dpi (dots per inch) at 100% size

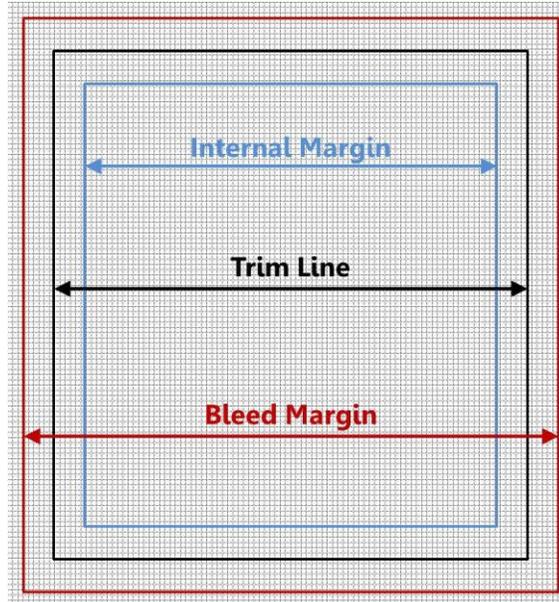
Colors:

Only CMYK, Pantone / Spot, or Greyscale colors should be used. Note that Pantone & Spot colors will be converted to solid coated colors during the rotogravure printing process.

Bleed & Internal Margin:

Bleed is the portion of your graphics file that will be *trimmed off* when the final pouch is cut. The idea is to ensure that your artwork goes right up to the very edges, not leaving unsightly white or empty edges.

- Minimum Bleed (all four sides): 0.137” beyond the trim line
- Minimum Margins (all four sides): 0.125” inside the trim line



Additional Information:

- Please indicate clearly any knockout areas (“windows”) to avoid confusion
- Tint Ranges: 30-80%
- Min Line Thickness: 0.5 pt