



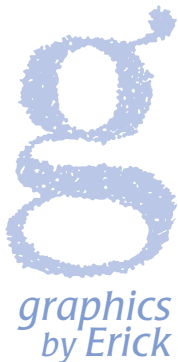
HOSPICE DU RHÔNE

TECHNICAL GUIDELINES for Submitting Digital Art for Ads, Labels & Logos

2009
Tasting Guide
Event Guide

Materials
Deadline

Friday
February 20, 2009



PO Box 4651

San Luis Obispo

California 93403

805.543.9263

fax 805.546.9807

www.GraphicsbyErick.com

Erick@GraphicsByErick.com

LOGO and/or LABEL ART

If your logo and/or labels are available for download from your web site, please share that URL and access information. We will collect the appropriate files directly.

AD SIZE(s)

Inside covers full page ad*5.5" x 8.5"
full color (CMYK), please contact us for details

Full page bleed ad*5.5" (w) x 8.5" (h)

Full page ad.....4.625" (w) x 7.75" (h)

Half page ad4.625" (w) x 3.75" (h)

Quarter horizontal.....4.625" (w) x 1.75" (h)

Quarter vertical2.1825" (w) x 3.75" (h)

*add .125" bleed on all sides

DIGITAL FILES – PDF, EPS, TIF, JPEG

Please provide digital files on a CD or send via eMail or FTP.

CD: Please include a hard copy proof

EMAIL: Send directly to the designer:
erick@graphicsbyerick.com

FPT: Files too large be sent via eMail, can be shared via a free online File Transfer Protocol site such as YouSendIt.com.

ACCEPTED FILE FORMATS (in order of preference)

- **Adobe Acrobat PDF (PDF/X-1a or Press Quality)**
Be sure source images are high-resolution (at least 300 ppi at 100% of final size used). Embed and subset all fonts.
- **FreeHand or Illustrator - EPS**
Convert all fonts to paths or outlines
Include all linked files. Save as EPS or PDF.
- **Illustrator or FreeHand - Native**
Include fonts used (Postscript Type 1) or convert to paths/outlines. Include all linked files. Save as native file format
- **Photoshop**
Save as EPS, TIFF, PSD, PDF, or JPEG (at highest quality level only)
- **PageMaker, In Design & Quark Xpress**
Save as PDF only. No native files. *NOTE: Corel Draw, Microsoft Publisher, and/or Microsoft Word files will not be accepted.*

IMAGES

- Images may be submitted in grayscale, RGB or CMYK color space
- Low resolution images and logos from websites are not acceptable for print
- Image resolution must be 300 ppi at a size suitable for HdR publication
- Save as TIFF, EPS, or JPEG at max. quality

COMMON PROBLEMS to AVOID

- Images are scanned at low resolution (less than 300 ppi)
- Low Resolution Images are taken off an Internet site (Not acceptable. Don't do it.)
- JPEG Images are saved as low-resolution or high-compression
- Images are placed into file at more than 100% size (effectively lowering resolution)
- Low resolution Images are resampled or "interpolated" up to the 300ppi required
- Images are inserted in a word processing program, such as Microsoft Word
- Linked graphic images are not included
- PDF files are prepared using low-res images or distilled at settings other than PDF/X-1a or High Quality Print.
- PDF files do not have fonts embedded
- Ad is the wrong size (double check specs.)
- Fonts not included or PC fonts are used
- More fonts than are used are included

NEW AD PRODUCTION

We are able to assist at any point along the design/production process. Charges are \$90 per hour. Please contact us to discuss your specific needs.

QUESTIONS?

Do not hesitate to contact us with questions about preparing or submitting your ad.

SUBMISSION DEADLINE

All materials are due by 5:00 pm on Friday, February 20, 2009.