

CUSTOMER GUIDELINES FOR SUBMITTING GRAPHICS ARTWORK

Our desire is to provide you with the best possible quality graphics for your event or exhibit. You can help us in that effort by providing digital art files using the following guidelines. If you are sending us completed, print-ready files, please pass the following information on to your graphics designer. Two overall considerations for submitting acceptable artwork involves proper resolution or size of the file to avoid poor quality images, and proper colour matching information and proofs to ensure accurate colour reproduction.

PLEASE PROVIDE THE FOLLOWING WHEN SUBMITTING ART

Minimum requirements for original artwork, such as logos, when Freeman is providing design and layout:

- 300 dpi resolution at a size of 8 x 10 inches (higher resolution files will result in improved final product)

Minimum requirements for final artwork that Freeman will reproduce exactly as provided:

- 100 dpi resolution at full size of actual finished product

Minimum requirements for both:

- All related PMS and/or CMYK colour codes (if submitting CMYK values, please supply accurate colour swatches)
- Accurate colour proof print of artwork
- Contact name, phone number and e-mail address of art creator if applicable
- If submitting a "vector" file, include all fonts, or convert fonts to outlines or paths

We are capable of working with both PC and MAC based software, and can accept art created with the following software programs (listed in order of preference):

- ADOBE—Illustrator, InDesign, and Photoshop
- COREL DRAW
- QUARK XPRESS

Files should always be saved in their native format.

ACCEPTABLE FILE TYPES

Files that Freeman **can use** in order of preference, include:

- EPS and AI (especially when submitting logos)
- TIF (especially when submitting photos)
- JPG (provided resolution is high enough for photo images; not recommended for logos)

File types that Freeman **cannot use** to reproduce high quality graphics include:

- GIF files
- Microsoft Office software files such as Word (.doc), or PowerPoint (.ppt) file types
- Self-extracting files, such as EXE or SEA files

WAYS TO SEND ARTWORK

• Artwork files that are of acceptable resolution as listed above will typically be too large to send via e-mail. Files should be sent via overnight delivery on either a CD-ROM or a DVD. A printed hard proof needs to accompany the files.

• Files may also be posted to Freeman's FTP site. You may get the password and other needed information from your Freeman service representative in order to post files. However, a hard copy proof and backup must be sent via overnight delivery in addition to posting the electronic files.

Please visit us at: www.freemanco.com