

## GUIDELINES FOR SENDING ELECTRONIC ARTWORK

Please follow these guidelines when submitting electronic artwork.  
If manipulation of the electronic artwork is necessary, art charges may be incurred.

In order to open your disk or decipher your e-mail attachment, we need to know the **SOFTWARE AND VERSION NUMBER** you used and the **FILE NAME** your information is under. Please write this information directly on the disk or include it in your e-mail. Without knowing these essentials, we cannot access your text and/or artwork so we will not be able to begin production of your order.

**If you send a disk or CD:** enclose a readable hard copy of how the text/artwork should look.  
**If you send an e-mail or FTP:** fax a hard copy of how the text/artwork should look.

### A. SOFTWARE:

We use a Macintosh system utilizing the following softwares and versions of those softwares:

Adobe Illustrator   QuarkXpress   Photoshop

(The software version number is very important as different versions can cause compatibility problems and the files we open may not look the same as the files you sent.)

All scanned photographs should be supplied in a TIFF or EPS format scanned at a minimum resolution of 300 dpi. All line art should be VECTOR artwork in EPS format. **Be sure to create outlines on all fonts used and include any support files.** "Placed" images or raster artwork cannot be manipulated; therefore, are not recommended.

*If your text/artwork is generated using a PC, you must also use the software listed above.*

### B. FILE TRANSFER METHODS:

1. **CD/DVD:** On your disk, state what software and version was used to create the text/artwork and the file name under which it can be opened.
2. **E-Mail:** If you are attaching a text/artwork file to e-mail, use the following guidelines:  
Address: [artwork@advancecorp.com](mailto:artwork@advancecorp.com)  
In your e-mail message, state what software and version was used to create the text/artwork and the file name under which it can be opened.  
File size is 50MB maximum; if you use Compressed Files, they must be self-extracting or be able to be extracted using Stuffit™ Expander.  
**BE SURE YOUR E-MAIL MESSAGE CONTAINS YOUR COMPANY NAME & PHONE NUMBER & THE NAME OF THE PERSON AT ADVANCE TO WHOM THE MESSAGE SHOULD BE DELIVERED**
3. **FTP:**  
Visit our website ([www.AdvanceAwardLine.com](http://www.AdvanceAwardLine.com)) and click on Upload Files for an easy-to-use FTP site to transfer your files.

As computer processes are always evolving, contact factory for the latest software version or if any additional instructions are necessary.