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 www.macaran.com

Please complete and return this form with all artwork submitted for label production.  
 If you are using Acrobat Reader, you can complete the form electronically, print it and fax it to us.  
 If you have the full version of Adobe Acrobat, you can complete the form electronically,  
 save it, and submit it with your files.

Page two provides guidelines you can follow to make production of your label an easy and efficient process. If you have questions about the creation of your artwork, applications available or how to submit your artwork, please contact your customer service representative or you can email [custservice@macaran.com](mailto:custservice@macaran.com) or call 518-237-1436 for assistance.

COMPANY NAME: \_\_\_\_\_

CONTACT: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

**LABEL SIZE:** \_\_\_\_\_ (WIDTH) X \_\_\_\_\_ (LENGTH)

**HOW DOES YOUR LABEL PRINT?** (check all that apply)

- 4-COLOR PROCESS
- PMS COLORS
- ROTARY SCREEN
- HOT STAMP
- EMBOSSING

\* The maximum number of ink stations is 10.  
 Overcoats, laminates, hot stamps, rotary screens and embossing may require one of those 10 stations.  
 Please contact your customer service representative.

**LIST INK COLORS\*:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**SOFTWARE & VERSION USED:**

- ADOBE ILLUSTRATOR (preferred\*\*) version \_\_\_\_\_
- ADOBE INDESIGN version \_\_\_\_\_
- PDF\*\*\* (list native program \_\_\_\_\_)
- OTHER \_\_\_\_\_

\*\* All label files must be converted to Illustrator format for output. If you submit art in another format, translation problems can result and additional charges may be incurred.

\*\*\* We can sometimes use PDF files as art, but it is not guaranteed as there are too many variables when creating PDF files.

(Contact your sales manager or customer service representative for versions Macaran currently accepts.)

**IS YOUR LABEL PRINTING ON CLEAR OR METALLIC STOCK?**

- CLEAR     METALLIC    IF EITHER, IS WHITE INK USED? \_\_\_\_\_

**NOTES, COMMENTS, SPECIAL INSTRUCTIONS:** \_\_\_\_\_

## ARTWORK SUBMISSION CHECKLIST

(FOR CUSTOMER USE)

- PDF OF EACH LABEL IS INCLUDED FOR VISUAL REFERENCE/QUALITY CONTROL.
- DIE LINE IS ON FILE. IF NOT, CROPMARKS INDICATE PLACEMENT OF ARTWORK IN LABEL SIZE.
- FONTS ACCOMPANY FILE OR HAVE BEEN CONVERTED TO OUTLINES (PATHS).
- LINKED GRAPHICS ACCOMPANY FILE (preferred). IF NOT, GRAPHICS ARE EMBEDDED.
- IF PARTIAL OVERCOAT/UV IS REQUIRED, IT IS CLEARLY INDICATED ON FILE.
- IF WHITE INK IS REQUIRED, PLACEMENT IS CLEARLY INDICATED ON FILE.
- HOT STAMP AREAS ARE CLEARLY INDICATED ON FILE.
- EMBOSSING AREAS ARE CLEARLY INDICATED ON FILE.

# Recommended Guidelines for Supplied Art

- We encourage all customers/designers to contact our prepress department with any questions or concerns before creating any artwork. Phone Number: 518.237.1436
- All artwork should be supplied with complete color break and die line.
- If files are supplied on a disk, printouts must accompany them along with a completed Art Submission Form. If supplied electronically, a PDF must accompany the files along with a completed Art Submission Form.
- Layered Adobe Illustrator CS or CS4 files are the recommended format for all supplied art. We can also accept Adobe InDesign CS4 files.

Please keep in mind that in our process, a conversion to Illustrator CS *must* take place. In rare cases, the conversion process can create errors in the art.

- All foreground elements should be .0625" from all die cuts, .0468" minimum.
- Backgrounds should bleed a consistent .0625" from all die cuts.
- External (linked) graphics should always be included. Avoid embedding these graphics whenever possible. Graphics should be at least 300 dots per inch at 100% of their original scanned size. Any increase to the dimensions of an external graphic in Illustrator will decrease its resolution and therefore art should be scanned with this in mind.
- Keep as much of your art vectored as possible (ex. type, logos, spot color objects and linework). *Vector graphics* use geometrical points to create objects such as lines, curves, and polygons. It is used by contrast to the term *raster graphics*, which is the representation of images as a collection of pixels or dots. Objects created in Illustrator are mostly vector while Photoshop is raster oriented.

The resolution of a vectored object is entirely output-device- dependent. Our platemaker outputs at 2540 dots per inch. The resolution of a raster image depends entirely on the resolution at which it was created. In most cases this is 300 dots per inch. This is fine for artwork and photographic imagery but not conducive to type and linework which, if vectorized, could image at 2540 dpi.

- Fonts should be included (if Mac OS X based) OR they must be converted to outlines/paths.
- 4 point is the recommended minimum size for text.
- Positive print should be limited to 1 spot color, at 100%, whenever possible.
- Reverse type knocked out of 2 or more colors should have an outline (holding rule) of .75 points added around text to aid in registration and clarity.
- Gradients should be designed using 1% as the minimum dot/percentage held.
- If using transparencies or effects in Illustrator, an explanation of the printing intention must be included. In most instances, any transparencies or effects in Illustrator convert automatically to 4-color-process. If this is not the intention of the designer, then we as the printer need to know.
- All designs printing on clear or metallic substrates must indicate if white ink is to be used and where.
- Colors designed to "appear" as visual solids, especially lighter colors, should be created as a spot color whenever possible as opposed to being made out of process.
- All trapping will be done by Macaran Printed Products prepress department.