

## DIGITAL ART

Digital art can be sent via e-mail, zip disk, or CD-ROM in PC. We prefer emailed files. For best results, create your art as vector art in Adobe Illustrator and save as an EPS (encapsulated postscript) or PDF. Convert your fonts to outlines / curves. Our preferred format is Adobe Illustrator AI or PDF files for screened orders and Adobe Photoshop, PSD, TIFF, JPG high resolution for four color process.

## GUIDELINES

In order to give you the maximum quality imprint, we have developed some artwork guidelines, which include minimum line weights, minimum font sizes, etc. Artwork that does not conform to these guidelines can delay an order based on artwork received.

All copy should be 11 pts or higher.

Script fonts should be 12-14 pts or higher, depending on style.

Lines should be no thinner than 1 pt.

No artwork with a resolution of less than 300 dpi

We will redo halftones and reset copy when necessary.

DO NOT SEND PowerPoint, Word, Quark, CorelDRAW or Microsoft Publisher files.

For compression we recommend Stuffit or WinZip, or we can arrange other upload methods.

## PROOFS

BEST Promotions USA provides e-mailed PDF proofs upon request. We will automatically send PDF proofs if we deem any uncertainty about the art to be printed. Actual product proofs and digital mock-ups are available. Please contact our customer service department regarding pricing on all product proofs and digital mock-up requests.

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