

IMPORTANT - BEFORE YOU BEGIN DESIGNING:

Other manufacturers may have sizing specifications and artwork requirements that do not match ours. Due to this we require that your design files conform to our specifications and requirements as noted herein. Failure to do so may delay the start date of your order and its completion date.

- Artwork files must conform to the specifications as noted herein.
- Artwork files must be supplied in final form (ready to print without revisions).
- Artwork files must be supplied on our templates – templates from other manufacturers may not meet our sizing specifications.

PLATFORM/SOFTWARE:

To avoid compatibility issues caused by different computer platforms, software and font types, we require that:

- Your artwork files are to have all text converted to outlines/paths
- Supply Illustrator designs in .AI format. Supply Indesign designs in .INDD format. Supply Photoshop designs in .PSD format. *Designs from all other programs are to be supplied in .EPS or high-resolution PDF format.*

We recommend the use of Adobe design programs - FREE 30 day trials can be downloaded from www.adobe.com

GENERAL DESIGN RULES:

1. Your design page properties must be set to 300dpi (dots per inch)
2. Your design page must be set to the CMYK colour mode (not RGB).
3. All bitmaps should be 300dpi and supplied in either CMYK or Greyscale as applicable.
4. Processing/saving your bitmap images as .TIF files will produce better results than .JPG or .GIF
5. Acceptable tonal range for gradients/screens is between 15% and 85% - tones outside that range may not print.
6. Always allow at least 1/8" (3mm) of bleed past the finished edges of the design.
7. Don't crowd the finished edge of your design with text and imagery unless it actually bleeds off the edge of the design. We recommend leaving a minimum gap of 1/4" (6mm) space.
8. Artwork files for stapled booklets are to be supplied in printer-spread format. Contact us if you do not know printer-spread page sequencing.
9. Delete all images, text and/or layers that are not required in the design.
10. Name your files so they can be easily identified (eg: traycard_cover.eps).
11. Indicate whether your CD/DVD disc artwork requires a white flood/backprint.

TEXT:

12. Minimum recommended type size for positive print: 5 points
13. Minimum recommended type size for reversed print: 6 points

14. IF USING PHOTOSHOP: Because text tends to be pixelated when included in bitmap images, we highly recommend that Photoshop be used to process images but not for typesetting. For best results it is preferable to export images from Photoshop as .TIF files and then typeset in a program such as Illustrator.

SCREENPRINTED DISCS:

15. For spot colour screenprinting - the design must be colour separable. It is recommended that each individual colour is designed on a separate design layer.
16. For spot colour screenprinting - best results come from line-art graphics and text. Bitmap images tend to be more jagged in appearance.
17. For screenprinted discs - refrain from using transparencies, gradients and screens in your design. When screenprinted, anything less than 100% solid colour will print as a dot pattern and will not have the consistent and smooth appearance that you see on your computer monitor.
18. For spot colour screenprinting you must specify Pantone Matching System (PMS) Solid-Coated colour numbers. The PMS designation is "C".

WHEN YOUR DESIGN IS FINISHED:

19. Leave the design template in the design for our visual reference but ensure it is on its own layer. Never flatten the design template into the artwork.
20. Convert all text to outlines/paths. If using Photoshop please rasterize all text layers.
21. If you are designing using linked images please supply those images in a separate folder.
22. Place all of your relevant design files/folders into one folder. Name the folder with your Job Number and Project Name.
23. **MAC Users** - Use 'Stuffit' to compress your design folder. Name this file with your Job Number and Project Name.
24. **PC Users** - Use 'Winzip' to compress your design folder. Name this file with your Job Number and Project Name.
25. Submit your design file on CDR or upload to our FTP. Contact your Sales Representative for FTP instructions.

PRE-PRESS & PROOFS:

26. Your supplied artwork files are expected to be ready-to-print without changes or modifications being required. Realtime provides three proofing options as noted below.

*PROOF OPTION "A" – Electronic Proofs

- This is Realtime's default proofing option.
- Design files are reviewed and electronic proofs (PDF format) are provided.
- For confirmation of the physical layout only – **not for color accuracy**.
- Written approval required.

*PROOF OPTION "B" – Hard-Copy Printed Proofs

- This proofing option must be specifically requested.
- Electronic proofs must be approved prior to supply of hard-copy proofs.
- This proofing option is for confirmation of physical layout & color accuracy.
- Up to 5-10% colour variation between hard-copy and finished product may be unavoidable due to tolerances inherent with offset printing processes.
- Written approval required.

PROOF OPTION "C" – Pre-Approved

- This proofing option must be specifically requested.
- Client supplies pre-approved artwork files, by-passing review and proofs.
- No proofs supplied. No layout or color warranty.

27. IMPORTANT: View your .PDF proofs with Adobe Acrobat and ensure the "Overprint Preview" function is turned on.
28. THE PURPOSE OF THE PROOF is to give you one last chance to review the design for overall accuracy and completeness of the design components before it goes to print. Any errors or omissions that you do not correct in the proofing stage will be present in the finished product.

PROOF APPROVALS:

29. It is the sole responsibility of the client to review all details of the supplied proof, which includes (but is not limited to) layout/design, page sequencing, dimensions, spelling, and punctuation.
30. In order to proceed with production the client must submit written approval of the proofs via fax or e-mail. A specific and clearly worded approval is required (ie: "Proofs are approved for printing"). Verbal approval cannot be accepted.
31. By providing an approval in writing, the client indemnifies and holds the vendor free from responsibility and liability for any errors or omissions in the proofs that are not found and corrected by the client. Furthermore, the client acknowledges that the reworking and/or reprinting of materials due to client error is at the sole expense of the client. Such costs will be formally quoted in writing and must be approved by the client in writing before any additional work can take place.

ARTWORK REVISIONS & CHANGES:

32. IMPORTANT: The requirement for revisions or for the supply of new artwork files may delay your order.
33. As noted herein customer-supplied artwork files must be supplied in final form (ready to print without revisions). If revisions or new artwork files are required after proofs have been generated, the Pre-Press and Proofing process must begin again. Due to the work involved additional charges may be incurred by the client (except in instances where the required change to the proof is due to the vendor's error in generating the proof).

COLOR MATCHING

34. Electronic proofs are **never** to be used to evaluate color accuracy because computer monitors typically don't represent color values accurately. If color correctness is a concern you must request hard-copy printed proofs for final approval (see Proof Option "B" as noted above).
- Due to variations inherent with offset printing processes, a color variation of up to 5-10% between the printed-paper proofs and the final printed product may be unavoidable and this is considered to be within acceptable industry tolerances.
35. For orders that proceed based on Proof Option "A" (electronic proofs only – not to be used for color evaluation) the client-supplied designs will go to print based on the color values as supplied in the imagery.

36. For Spot Color Screenprinting: Client's must specify Pantone Solid Coated ("C") color values. Colors will be mixed according to the PMS color value formula and cross-referenced to the PMS Solid Coated reference guide.

CLIENT SUPPLIED COLOR SAMPLES

37. For CMYK Disc Printing: A client-supplied sample print (on disc or on paper) can be accepted for CMYK color reference, but an exact CMYK color match cannot be guaranteed. For color warranty you must request Proof Option "B".
38. For Gang-Run CMYK Print: Client-supplied samples cannot be used for color reference on gang-run CMYK printed materials. For color warranty you must request Proof Option "B".

READY-BY-DATE:

39. IMPORTANT: We strongly recommend that you do not (A) schedule the release of your product, (B) book a product release event, or (C) schedule a trip or tour, prior to receiving your product.

Every effort will be made to fill orders within the timeline quoted at the outset of the project, however, quoted ready-by-dates are to be considered estimates only and are not guaranteed. Though uncommon, delays can occur and the vendor assumes no responsibility for any damages growing out of or owing to any delays.