

 <b>Art File Specification</b>	<b>Flexographic</b>		<b>Offset Lithography</b>		<b>Digital</b>
	<b>Narrow Web</b>	<b>Wide Web</b>	<b>Commercial</b>	<b>Folding Carton</b>	
<b>FILE SETUP</b>					
File format acceptable	PDF, EPS, DCS2 or Native files with all fonts and attachments, Adobe Indesign (Package), Adobe Illustrator, Quark (Collect for Output)				
Document Setup size	Page size should be set to the final trim size, remember to export with bleed if needed				
PDF file format	When exporting as a PDF file use the "High Quality Print" profile, add bleed when applicable				
<b>COLORS</b>					
Process (CMYK)	Yes	Yes	Yes	Yes	Yes
Spot/Pantone (Create as Spot Colors) (See Pantone Book for naming standard)	Yes / preferred	Yes / preferred	Yes	Yes	All Spot colors are converted to CMYK
Number of colors does not exceed quote/number of press decks (process counts as 4 colors)	Check with your Outlook Group Sales Representative for the maximum number of press decks to best suit your job				CMYK only
If unsure of number of colors in the file...	Print your file to your laser printer as separations, check number of sheet printed and image on those sheets				
Trap, if unsure leave the trapping to Outlook Group	0.010"	0.015"	0.004" 0.002" for metallic inks	0.004" 0.002" for metallic inks	None
Cutback for white	0.020" minimum	0.030" minimum	0.008" minimum	0.008" minimum	No White
<b>STROKES / RULES</b>					
Positive stroke's minimum thickness requirements	0.5 pt. 1 pt. if made out of 2+ colors	0.5 pt. 1 pt. if made out of 2+ colors	0.25 pt. 0.5 pt. if made out of 2+	0.25 pt. 0.5 pt. if made out of 2+	0.25 pt. 0.5 pt. if made out of 2+
Reverse stroke's minimum thickness requirements	1 pt. 1.5 pt. if made out of 2+	1 pt. 1.5 pt. if made out of 2+	0.5 pt. 0.75 pt. if made out of 2+	0.5 pt. 0.75 pt. if made out of 2+	0.25 pt. 0.5 pt. if made out of 2+
<b>IMAGES</b>					
CMYK/Grayscale resolution DPI requirements	Minimum 250 dpi		Minimum 300 dpi		Minimum 250 dpi
Screens and Dot resolution (LPI)	Do not save images with screens or dot preferences, this will be determined by press specifications				
Art/Bitmap resolution of all images DPI requirements	Minimum 600 dpi				
<b>FONTS</b>					
Collect or imbed fonts	Send all fonts with support files. If PDF file format, imbed all fonts				
Positive fonts size requirements (minimum)	5 pt. 7 pt if made out of 2+ colors	5 pt. 7 pt if made out of 2+ colors	4 pt. 6 pt if made out of 2+ colors	5 pt. 6 pt if made out of 2+ colors	4 pt. 5 pt if made out of 2+ colors
Reverse fonts size requirements (minimum) (preferably bold sans serif)	9 pt. Outline if made out of 2+	9 pt. Outline if made out of 2+	5 pt. 6 pt if made out of 2+ colors	6 pt. 7 pt if made out of 2+ colors	5 pt. 6 pt if made out of 2+ colors
Superscripts / Subscript size requirements (minimum)	The physical size must not be smaller than minimum fonts size from above, positive or reverse				
<b>DIELINE / TRIMLINE</b>					
Bleed - amount of copy, art or color that extends past dieline or trimline (minimum)	0.125 / 0.0625"	0.125"	0.125 / 0.0625"	0.125"	0.125 / 0.0625"
Copy or art held inside trimline, dieline or folds unless intending to bleed (minimum)	0.125 / 0.0625"	0.125"	0.0625"	0.125 / 0.0625"	0.0625"
Corners rounded on dieline, if necessary	0.0156"	N/A	N/A	N/A	N/A
Dieline Color	Color all dielines as a spot-color named "dieline" or Rampage_Dieline" with overprint setting - DO NOT use this color as part of your artwork, it will not print				
<b>BARCODES / MAILING</b>					
Barcode Scaling	Minimum 80% / Maximum 200% (1.25"w for all 12 numbers); the height of some symbologies can be truncated				
Quiet Zone area size	Minimum 0.125" clear space on all sides of the barcode				
BWR applied correctly	0.0025"	0.004"	0"	0"	0"
Direction of bars correct	Bars should travel in the web direction		N/A	N/A	N/A
Construction of barcode	All barcodes must be sent as vector art (Adobe Photoshop is not acceptable)				
Color of barcode	Darkest available color (other than red) with a light background color, preferably white				
USPS address area size specifications, if mailing	Minimum 0.25" clear space all sides of the address and it's barcode; at least 60% opacity rectangle behind the address area				
USPS address area color specifications, if mailing	Background color white or at least less than 15% opacity in the red and green spectrum				
<b>MISCELLANEOUS</b>					
FSC certified art has required clear area for the logo	1.5"w x 0.75"h for horizontal logos; 1.125"w x 1.25"h for vertical logos				
LPI (Line Screen), Screen Angles, Min & Max Dot	OG will determine these preferences; as to what printing method is used				
Supplied proofs for color accuracy	Color Match Proof - if provided must be SWOP, GRACoL or G7 Certified				