Turn Key Concepts Art Submission Guidelines

SETUP GUIDELINES:

1. BLEED - is necessary in the file if color flows off any edge of the final piece. A minimum 1/8" of bleed on each side is required for trimming purposes on everything with one exception. Banners require a minimum 1/2" bleed on each side.

2. Please ensure that if Turn Key Concepts is to scale your file that the provided file is proportionate the final requested size.

3. RESOLUTION - All raster art must meet or exceed 150 ppi (pixels-per-inch) when rendered at the actual imprint size. Typing a higher resolution value into the application after graphics have been created and saved will not improve quality.

High-resolution images are required in order to produce a clean, sharp print from raster images. Most images found on the internet are low resolution, and will not look good when enlarged and printed. JPG'S and GIF'S are the 2 main types of web page image formats. On a computer monitor these images appear crisp and clean, however, when they are enlarged for printing the end result is an inferior bumpy, dotted and pixelated image. Our art staff can use these images as reference for re-drawing. Art charges may apply for time spent re-drawing these images based on the complexity of the final artwork.

ACCEPTED FILE TYPES:

1. PDF
If no changes are necessary to the file and it is ready to print as is, the preferred PDF format is a PDF/X-3 saved with Acrobat 8 (PDF1.7) compatibility. If you're file is to be scaled more than 200% be sure to turn off downsampling or set the resolution as necessary for the above specifications.

2. VECTOR (preferred): Adobe Illustrator. PDF from vector file. CorelDraw files, if they have been exported as .ai, .eps or .pdf files.
Vector based art is the most preferred format for receiving art files for your order. These files provided cleaner lines and can be scaled without loss of quality. All text should be converted to outlines or paths. If supplying native editable files, please include all fonts used and any linked support files. Not doing so may may require us to find suitable replacement fonts that may or may not match exactly.

Please convert all colors in your artwork to spot color and label the swatches with PMS (Pantone™ Matching System numbers. By utilizing the Pantone® Matching System, we are able to communicate color clearly.

3. RASTER: Adobe Photoshop, PSD files and TIFFs. High Resolution PDFs.
Rasterized or bitmapped art files are created in programs such as Adobe Photoshop. They are generally larger in size, more complex and sometimes require more work to separate. One disadvantage to rasterized art is that it's quality is diminished when increasing it's size. To avoid sizing issues please refer to resolution specifications above.

4. CAMERA READY ART:
True camera-ready art is a clear black and white image on white paper at a size that can be enlarged to maintain image integrity (i.e.: no pixelization occurs when re-sizing). Lines are thick. There are no grays. Paper is not wrinkled, ripped, or taped together and no smudges, spots, or pencil or pen marks cover the image in any way.

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5. MULTIPAGE DOCUMENT LAYOUT: InDesign, Quark Xpress

When providing mulitpage documents for print please include all fonts and support images. Both InDesign and Quark have built in functions to automatically collect all necessary files for production. InDesign uses a function called "Package" and Quark uses "Collect for Output". Both are located under "File" in the main menu.

6. NON-PREFERRED FORMATS:

Microsoft Word   Microsoft PowerPoint   Microsoft Publisher
photocopied or faxed art   Business card or letterhead logos   Low Resolution PDF
low resolution web graphics   bitmapped clipart or jpegs

While we MAY be able to use these, they will not yield the highest quality results and will require an art fee to get them to a usable state. Feel free to call the TKC Art Department for specifics.

SUBMISSION OF ART:

Turn Key Concepts provides several means of submitting artwork. We accept CD/DVD media, SD cards and jump drives. You can also submit files electronically based on file size.

	<5MB	<75MB	<1GB
Email: art@turnkeyconcepts.com	●		
Portable Media (CD, DVD, Flash Or Jump Drive, External Drive, etc.)	●	●	●
Direct FTP: www.yousendit.com	●	●	●

Turn Key Concepts offers a file transfer service or (FTP) on www.yousendit.com. This service is extremely useful and we will receive your artwork immediately, unlike conventional email where there can be delays from several minutes to several hours.

TO ACCESS FTP SITE:

1. Go to www.yousendit.com
2. Username is **mmaresca@aol.com**
3. Password is *antonio*
4. Press Log In.
5. Enter email address for receiver.
6. Press BROWSE to Upload your file and then Press SEND IT.

When emailing or uploading art please use compression software such as Stuffit or Winzip to ensure proper transferring of digital files. Uncompressed files have a higher chance of becoming corrupt during the email or upload process.

PROCESSING OF ART:

Once sufficient artwork or direction has been received we will begin processing of your order. You will receive an emailed proof to confirm placement and color of art. This proof can be replied to via email or fax to note approval of artwork of changes if necessary.

QUESTIONS:

The experienced designers of the TKC Art Department are always happy to answer questions. Feel free to contact us at the information below:

TKC Art Department