

WE MAKE YOU MORE COMPETITIVE



# SYRACUSE LABEL & SURROUND PRINTING

110 Luther Avenue • Liverpool, NY 13088 • (315) 422-1037 • (800) 777-2271 • [www.SYRLSP.com](http://www.SYRLSP.com)

## Electronic Art Specifications and Requirements

### BOLD TEXT INDICATES DIGITAL PRESS REQUIREMENTS

Syracuse Label & Surround Printing would like to thank you for the opportunity to serve you. If you need any assistance during your file preparation, please feel free to call our Graphics Manager. In order that your jobs run smoothly, please follow this checklist.

### PLEASE:

- Do not include files that are not relevant to your current order.
- Create documents to final trim size plus required bleed.
- Include all fonts (both screen and printer) True Type fonts can result in printing errors.
- Provided scans should be at least 300dpi & **preferably 360dpi for the digital press** @ 100% of size as CMYK TIFF or CMYK EPS.
- Convert all RGB or Indexed color files to CMYK.
- Include the Pantone or Process colors in your document - **preferably process for the digital press.**
- Ensure all unused colors are deleted from your document.
- Include all original source and application files.
- Do not embed graphics.
- Print directory of files on disk and highlight which ones to use.
- File name and creation date should appear on the files if possible.
- Provide hard copy of the final image.
- Indicate spot varnish and opaque white placement information.
- Provide both the flattened and layered version of the Photoshop file.
- Provide special color information to match.

### SUPPORTED SOFTWARE and MEDIA:

Software: Adobe Illustrator & Photoshop

Media: E-mail, CD ROM, FTP download, FTP Retrieved

### UNSUPPORTED SOFTWARE and MEDIA:

Must be approved by Syracuse Label & Surround Printing in advance. Please call prior to submission.

### STANDARDS:

- Minimum point size for text: 4 points.
- Minimum line width: .25 point.
- Standard bleed: 1/16" (.0625")
- Artwork should be built with all graphic elements 1/16" away from outer edge.
- Resolution of images must be at least 300dpi & **preferably 360dpi for the digital press** at actual size.
- Type converted to outlines **cannot be altered**. Please send all fonts associated with file.
- Minimum barcode size recommended on white background is 80%.

### ELECTRONIC FILE TRANSFER - EMAIL and FTP SITE:

Syracuse Label & Surround Printing supports both email and FTP site file transfer. If you select to send your files by one of these two methods, please follow the below guidelines.

- Compress the file using file compression software.
- Maximum file size to our email site is 5mb.
- If sending files to our FTP site, please call your Customer Service Representative and let them know you are uploading a file; we are not notified when files arrive at our FTP site.
- Please call Syracuse Label & Surround Printing @ 315-422-1037 Prepress Dept. for user name and password information.

Please do not include any PICT, Paint, RGB Tiff, RGB EPS or Quick Time files to be printed.

Our preflight includes inspection of files for printing compatibility. Imposition and checking dieline placement is included in the job estimate. The above requirements are critical to printing your order on time.

If these guidelines are unclear to you, please provide us with the contact information for your Graphic Artist or Agency.

If you have any questions about our guidelines please do not hesitate to contact your Service Representative for assistance.