

Electronic Art Requirements for MasterPack™ Coupons, Pop'n Sell® Coupons and Outta the BOX® Coupons

Artwork must be provided on Coupon Templates

We accept electronic art files for Mac or PC computer. Current graphics applications supported are listed below.

WE DO NOT support Word®, PowerPoint®, Publisher® or Excel® files for graphic design purposes. We also do not accept FreeHand MX, CorelDraw, Quark or Photoshop files for our templates.

CURRENT GRAPHICS APPLICATIONS AND FORMATS

Adobe Illustrator CC 2018

File formats: .EPS or .AI

Please do not submit PDF's for final artwork

Adobe InDesign CC 2018

File formats: .INDD or .IDML

Please do not submit PDF's for final artwork

If printing multiple jobs, please make sure each print job is sent as a separate file. Please do not combine multiple print jobs into a single file.

COLOR

4-color Front over 1-color Back.

FONTS

To avoid font incompatibility, we request that all fonts be converted to outlines. This can be done in both Illustrator and InDesign.

IMAGES

Embed all images into the file or include any linked images. (embedded is preferred)

For best reproduction, all pixel based files should be in CMYK and at a resolution of a minimum of 300 dpi at 100% size. Halftones/Grayscale files must be at a minimum of 300 dpi at 100% size. To help prevent delays, all the graphic files must be included in the transmission. All dispensers require a 1/8" bleed for proper printing and die cutting.

INK COVERAGE

Ink coverage of 40% and over subject to an up charge

The only way to prevent color pull is to use less heavy ink on bottom and top of coupons at least 1/4" and change to "Recommended to avoid heavy ink on top and bottom of each sheet" Standard 4/1 print

COMPRESSION SCHEMES

If files are compressed, we prefer:

Mac: Stuffit (.sit, .sitx, zip, or .sea)

PC: WinZip (.zip)