



thegallahergroup

marketing  
design  
mailing  
printing  
photography  
promotional items

## ARTWORK/PRINT READY REQUIREMENTS

Thank you for choosing The Gallaher Group. To expedite your project, please do the following:

### Sample »

- Include a print out - preferably cut to size with pages mocked up in order.

### Software Accepted »

- Quark XPress 8.0 or lower
- InDesign CS4 or lower
- Illustrator CS4 or lower
- Photoshop CS4 or lower
- PDF (high resolution with fonts embedded)
- Microsoft applications (Word, Excel, Publisher) typically are not used in commercial printing. We will attempt to use your file, but there is no guarantee. We can use your file as a guide to recreate.
- Pagemaker has been discontinued by Adobe. As a result, we will convert your Pagemaker document to InDesign. This may result in text reflow, etc. Therefore, it is your responsibility to check your proof carefully.

### Color »

- RGB images are not acceptable.
- One-color/two-color projects should be saved as spot colors, preferably as Pantone (PMS) colors with colors consistently named (PMS 116CV or PMS 116C - not both)
- Color matching: We cannot guarantee an exact color match with a customer-created file. We use standard ink colors/densities for PMS colors and full-color process - this may not exactly match your screen image or print out.

### Photos/Artwork »

- Photos should be saved at 300 dpi resolution (actual size).
- Images pulled from a Web site typically are low-resolution (72 dpi) and therefore, unacceptable.
- The actual photo/art images must be included separately in a folder on your disk and saved in the appropriate color (grayscale, CMYK, spot) as tif, jpeg or eps files.

### Fonts »

- If creating a PDF file, please be sure that fonts are embedded.
- In Illustrator, convert fonts to outlines if possible.
- With all other applications - collect your font files and include in a separate file on your disk.
- Bolds/Italics - use the actual font (i.e., Times Bold), do not select bold or italic in the style palette.

### Document »

- Page layout programs - Quark, InDesign are preferred.
- Set up the files to the actual page size.
- Include at least 1/4 inch on all sides for bleed.

### Files »

- Include all files used - document, fonts, art ("Collect for Output" in Quark, "Package" in InDesign)

### File Transmission »

- E-mail if size permits.
- Stuff or zip your file if it is over 5MB.
- TGG FTP site (accessed via [www.thegallahergroup.com](http://www.thegallahergroup.com))
- CD/DVD, labeled with your name and job name (floppy disks are no longer accepted)

### PDFs »

- Create PDFs at their actual size (accommodate bleed).
- Embed all fonts.
- Use correct colors - either spot or CMYK
- Note: We cannot make alterations to PDF files.

### Proofs »

- We will provide proofs at your request in the following formats: PDF/e-mail, Laser B&W, Color Copier (not an exact color match), or Color Match (additional charge)
- The first two proofs are free (not including Color Match proof). Additional proofs will incur charges.
- Agreed upon production time begins once a final proof has been received by TGG.

### Additional Info:

- You will be notified of problems with your file(s). You have the option of providing new files or having TGG fix your files at cost.
- Incorrect files may delay production time and incur additional fees.
- Files received that are incomplete, require type changes or other layout adjustments will incur additional costs regardless of any previously agreed upon cost estimate.



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