

## Graphic Requirements

Please check items listed below to ensure error-free output of artwork. Contact your Account Manager for a list of additional charges for art/prepress services. Please package all InDesign files using our packaging guide: (<http://ashospitality.com/file-upload>)

### Acceptable Applications

*(your file MUST be set up in the following software)*

#### Macintosh/Windows:

- Adobe InDesign CC 2017 or earlier (*page layout*)
- Adobe Photoshop CC 2017 or earlier (*photos*)
- Adobe Illustrator CC 2017 or earlier (*vector graphics/logos*)

#### NOTE:

- Microsoft Office documents may be sent to supply text and data ONLY, and are NOT suitable for graphics, layout or color separations.

### Please use this checklist to ensure accuracy and expedient turn of your order:

- OTF, TT, PS (*screen fonts and printer fonts*) included. If you cannot include your fonts, you may convert your fonts to outlines (*but we will not be able to edit text if you choose to outline*).
- Reference PDF included with digital art submission
- Copy of all placed/linked images, logos, illustrations and/or graphics (*EPS, TIFF, etc.*) are included (*DO NOT SEND native AI files, unless absolutely necessary*)
- All logo art, line art, and other illustrations should be set up as VECTOR art work, in Coated PMS color if attempting to match PMS (*even if file will ultimately print in CMYK*), and should be submitted as Adobe Illustrator CC 2017 or earlier Vector EPS (*not AI*)
- All photographic artwork should be submitted in high resolution TIFF format (*at least 100% actual print size at 300 dpi; hi-res JPEG may be used, but TIFF is preferred*)
- Artwork is created full scale following standard print industry guidelines, with artwork placed in correct position, including bleeds (*.125" beyond final trim*) if bleeds are required.
- Smaller files (*10 mb or less*) may be sent to your Account Manager via Email. Please compress your files using WinZip (*Windows*) or Zip or Stuffit (*Mac*) before emailing in order to protect file content and expedite the process.
- Larger files (*11 mb or more*) may be sent via our Hightail account. Contact your Account Manager for details (<http://ashospitality.com/file-upload>). Please compress, zip or stuff your files before uploading in order to protect file content and expedite the process.

### Additional Art/Prepress Service Charges

Creative services are available. Charges are determined on a per job basis. Mailing a CD/DVD/disc is no longer supported and may result in additional transfer charges.

# REQUIREMENTS FOR CUSTOMER-SUBMITTED FILES AND FILE PREPARATIONS GUIDELINES

Following these file preparation guidelines will ensure your product is produced quickly and efficiently and will help prevent delays or additional charges for corrections. We are happy to make alterations to your files, if necessary. Changes or corrections are billed on a per job basis.

## Media:

We support Both Macintosh and Windows Platforms.

- Email (*compressed, up to 10 mb*) — we can receive files with attachments totalling 10 mb or less. Please do not downsample files. Compress your files instead.
- Hightail (*online file transfer service*) via <http://ashospitality.com/file-upload> — for files larger than 10 mb or which may be damaged passing through email.
- Please compress all files before uploading.

## Accepted Layout Applications

- Adobe InDesign (*through CC 2017*). Please include printed sample (*if available*) and Proof PDF. Do **NOT** use Adobe Photoshop or Adobe Illustrator for page layout!

## Accepted Image File Applications

- Vector Artwork: Adobe Illustrator EPS (*through CC 2017*), not AI (*native files*)
- Photography: Adobe Photoshop (*through CC 2017*)

**Scanned Images:** Resolution of scanned images is critical for good reproduction. Photos and Line Art **MUST BE SCANNED AT 100%** or better of their final size (*add .125 on sides that will bleed if necessary*). Color photos should be scanned at 300 dpi, Grayscale images at 600 dpi, and Line Art at 1200 dpi. Save all scanned color images in CMYK or RGB (*color mode*). Save B&W in bitmap or grayscale TIFF format. Saving files as JPEG format may result in loss of detail or file integrity over time. Scale and rotate images as needed BEFORE placing them in your layout. Allow at least 1/8" (*.125 inch*) bleed for trim. If sending a layered TIFF, please do not flatten your images. Once the image has been flattened, we cannot make alterations to the file.

WE are not responsible for color reproduction from customer-supplied scans OR Microsoft Office documents. We will gladly color correct your images at your request. If color correction is desired, the original image should be submitted with the scan for comparison. Please note that additional charges apply for correcting color.

## PDF Files: If you are submitting PRESS-READY PDF'S, please follow these guidelines:

For best results use our supplied preflight profile and PDF preset file here: <http://ashospitality.com/file-upload>

## Some helpful tips for outputting and submitting PDFs for PRINT PRODUCTION

- Graphics which you don't want to print (*such as score, fold, or trim lines*) should be set as a spot color named according to their function, and should be set to overprint fill and stroke.
- Use Coated PMS for all artwork which must match PMS, and CMYK or RBG for photos.
- Embed ALL fonts, even the "standard 13".
- Do NOT downsample images.
- Check the "leave color unchanged" box.
- Check the "compress text and line art" box.
- Set your resolution to 2400 and frequency to 175.
- Set bleed to .125".
- WINDOWS users be sure to check the PDF properties, specifically the font embedding tab. Be sure the "never embed list" is empty. This will ensure that all your fonts will be embedded properly in your PDF.

NOTE: BECAUSE WE ARE UNABLE TO MAKE MODIFICATIONS TO A PDF FILE, THESE FILES ARE PRINTED "AS IS".

## Font Usage:

We use and recommend Open Type Fonts (*OTF*) from the Adobe Type Library, TrueType (*TT*) fonts, or Type 1 PostScript (*PS*) fonts. Please include your fonts — if using PostScript, please include screen font (*font suitcase or bitmap font*) and PostScript (*printer*) fonts for all faces used in your document and all type faces used in your linked artwork. If fonts are not included, additional charges may apply to purchase fonts, or available fonts may be substituted (*at our discretion*).

NOTE: If you are using PC fonts that are not available for use on a Mac, we will match the font as closely as possible.

## Trapping:

Trapping will be set by our Prepress Dept. prior to output. Please do NOT apply trapping to your InDesign or EPS files, etc.