

Company _____

Date _____

Name _____

Project _____

Description _____

MEDIA SUBMISSION ☐

- 1** Disks must be accompanied by a proof of final file. If files sent electronically, PDFs **MUST** be included.

FILE FORMAT ☐

- 2** Illustrator CS5. Saved with PDF compatibility checked
(Photoshop as 4 color CT placed files. Retain layers.)

TRAPPING ☐

- 3** Do not apply trapping in artwork,
we print all products with Butt Registration.

LINE SCREEN / DPI ☐

- 4** 120 Line screen (lpi) @ 2540 dpi

LINE RULE ☐

- 5** Minimum Rule Weight
POSITIVE - .25 pt, REVERSE -1 pt.

MINIMUM SCREEN DOT ☐

- 6** 2 %

COLOURS ☐

- 7** PANTONE Colors are used for all linework. Therefore specify correct Pantone number as referred to in the Color Formula Guide. Any process work (photo or illustration) must be reviewed by the Graphics Department for appropriate separation.

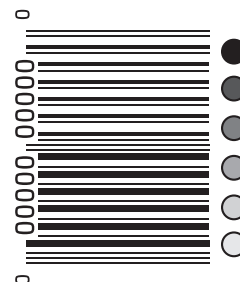
Maximum COLORS: BASE = 8, LID = 8

UPC / DENSITY DOTS ☐

- 8** The **UPC** is created using customer-supplied number. For optimal printing quality the upc is centered in the design (centered top to bottom, left to right) with bars running horizontally.

CANADIAN -110% - non truncated. **US -100%**

Position **DENSITY DOTS** next to the upc. Dots should be 1/8" in diameter with a .8pt circle around the dot. The darkest color in the design will be used for the circle. This allows us to achieve the correct ink density and registration. There should be one density dot per color.



TYPE / FONTS ☐ Supply both Printer & Screen version of all fonts used in job (MAC fonts).

- 9** POSITIVE **Caps: 5pt, Lowercase: 6pt** (minimum [optimal 1/16" Height (7pt); Lowercase 1/16" x-height (8pt)]).
- REVERSE **Caps: 7pt, Lowercase: 9pt** (minimum [optimal 6 3/32" height (10pt); Lowercase 3/32" x-height (12pt)])
- NOTE: This also applies to reverse Registered Trademark ®.**
- Non-Condensed BOLD FACE, 100% HORIZONTAL SCALE.
 - SERIFS are not recommended.
 - Depending on the font a .35pt stroke may still be needed.
 - COLORS that fall within the yellow spectrum are perceived as REVERSE. Therefore the REVERSE RULES apply.

Disclaimers

- **Do NOT outline FONTS** (ie: convert to path). If you do, we will not be able to make any adjustments to the type, such as stroking to compensate for press gain or any customer text changes.
- Program & Version: If the program version info is not supplied we cannot accept responsibility for text reflow in the artwork you have supplied!
- Digital design files will not be accepted unless they are sent with proofs. Any design files sent to us electronically must include pdf files so that we can ensure that our fonts, spacing, line breaks, etc. match the original design. Please do not remove the Polytainers dieline code and dimensions when providing artwork proof.

■ VALUE 5% AND UNDER

[illegible]